



International Business Administration (BSc)

Vrije Universiteit Amsterdam - Fac. der Economische Wet. en Bedrijfsk. - B International Business Administration - 2015-2016

The IBA programme is geared towards professional business services. It focuses on business service providers and how they operate. Think for instance of banks and insurance companies, distributors and transport companies, consultancy firms, software houses, and Internet-based companies. However, industrial companies also have service-based processes. Some examples of these are internal consultancy services, IT departments, and distribution centres. International Business Administration focuses - as the name implies - on professional business services in an international context.

Read the [full description](#) of the programme or use the schedule below for information on the individual courses in the programme.

[Curriculum International Business Administration](#)

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Opleidingsdelen:

- [Interdepartmental Honours Courses](#)

Vakken:

Naam	Periode	Credits	Code
Behavioral Game Theory	Periode 1	6.0	E_HP2_BGT
Big Ideas in Business Administration and Economics	Periode 4+5	6.0	E_HP1_BIBAE
Bubbles and Crashes -HP-	Periode 5	6.0	E_HP1_BC
Contemporary Challenges in Corporate Strategy	Periode 5	6.0	E_HP1_CCCS
Current Research in Business: Researching Creative Industry		6.0	E_HP2_CRB
Economics of Globalization: A Transaction Cost Perspective	Periode 4	6.0	E_HP1_EGTC
Empirics of Productivity Growth		6.0	E_HP2_EPG
Meta-Analysis in Business and Economics		6.0	E_HP2_MABE
Research Assistantship Honours Course	Ac. Jaar (september)	6.0	E_HP2_RASS
Strategic alliances and networks		6.0	E_HP2_SAN
Translating Mathematical Theory into Practice: Timet R S		6.0	E_HP2_TMTIP

Interdepartmental Honours Courses

Vakken:

Naam	Periode	Credits	Code
Current Issues in Psychopathology	Semester 1	6.0	OH_CIP

First year International Business Administration

Vakken:

Naam	Periode	Credits	Code
Academic Skills	Periode 3	6.0	E_IBA1_ACSK
Accounting	Periode 5	6.0	E_IBA1_ACC
Business Mathematics I	Periode 1	6.0	E_IBA1_BUSM
Business Processes	Periode 6	6.0	E_IBA1_BP
Business Statistics	Periode 4	6.0	E_IBA1_BS
Cross Cultural Marketing	Periode 5	6.0	E_IBA1_CCM
Economics for the Global Era	Periode 2	6.0	E_IBA1_EGA
Global Supply Chain Management	Periode 4	6.0	E_IBA1_GSCM
Organization Theory	Periode 2	6.0	E_IBA1_ORGT
People in Business and Society	Periode 1	6.0	E_IBA1_PBS
Research Participation I	Periode 1+2	0.0	E_IBA1_RPR1
Tutor Program IBA	Periode 1+2+3	0.0	E_IBA1_TUTOR

Second year International Business Administration

Opleidingsdelen:

- [Second year International Business Administration - Electives - Developed Economies](#)
- [Second year International Business Administration - Electives Emerging Economies](#)
- [Second year International Business Administration - Obligatory Courses](#)

Second year International Business Administration - Electives - Developed Economies

Vakken:

Naam	Periode	Credits	Code
Accounting in Multi-National Enterprises	Periode 4	6.0	E_IBA2_AMNE
Digital Innovation and Virtual Organizing in a Global Setting	Periode 4	6.0	E_IBA2_DIVO
Human Resource Management Practices: A Global Perspective	Periode 4	6.0	E_IBA2_HRMP

Second year International Business Administration - Electives Emerging Economies

Vakken:

Naam	Periode	Credits	Code
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Corporate Finance in Emerging Economies	Periode 5	6.0	E_IBA2_CFEE
Marketing in Emerging Economies	Periode 5	6.0	E_IBA2_MEE
Supply Chain Management in Emerging Economies	Periode 5	6.0	E_IBA2_SCMEE

Second year International Business Administration - Obligatory Courses

Vakken:

Naam	Periode	Credits	Code
Business Information Systems	Periode 1	6.0	E_IBA2_BIS
Business research Methods I - Quantitative	Periode 4	6.0	E_IBA2_BRM1
Business Research Methods II - Qualitative	Periode 5	6.0	E_IBA2_BRM2
Finance	Periode 2	6.0	E_IBA2_FIN
Integrative Research Project	Periode 6	6.0	E_IBA2_IRP
International Business Law	Periode 2	6.0	E_IBA2_IBL
International Strategy	Periode 3	6.0	E_IBA2_IS
Organizational Behavior - Human Resource Management	Periode 1	6.0	E_IBA2_OBHRM
Research Participation II	Periode 4+5	0.0	E_IBA2_RPR2

Third year International Business Administration

Opleidingsdelen:

- [Third year International Business Administration specialisation Accounting](#)
- [Third year International Business Administration specialisation Economics](#)
- [Third year International Business Administration specialisation Finance](#)
- [Third year International Business Administration international courses](#)
- [Third year International Business Administration elective courses](#)
- [Third year International Business Administration specialisation Marketing](#)
- [Third year International Business Administration specialisation STREAM](#)
- [Third year International Business Administration obligatory courses](#)

Third year International Business Administration specialisation Accounting

Vakken:

Naam	Periode	Credits	Code
Financial Accounting	Periode 1	6.0	E_EBE3_FAC

Financial Statement Analysis	Periode 5	6.0	E_EBE3_FSA
Management Accounting and Control	Periode 1	6.0	E_BK3_MAC

Third year International Business Administration specialisation Economics

Vakken:

Naam	Periode	Credits	Code
Macroeconomics	Periode 1	6.0	E_EBE3_MAEC
Methoden en technieken van algemeen en financieel economisch onderzoek	Periode 1	6.0	E_EBE3_MTAF
Microeconomics	Periode 2	6.0	E_EBE3_MIEC
Werkcollege Macroeconomie	Periode 3+4	6.0	E_EBE3_WCMA
Werkcollege Micro-economie	Periode 3+4	6.0	E_EBE3_WCMI

Third year International Business Administration specialisation Finance

Vakken:

Naam	Periode	Credits	Code
Corporate Finance	Periode 2	6.0	E_EBE3_CF
Investments	Periode 4	6.0	E_EBE3_INV
Methoden en technieken van algemeen en financieel economisch onderzoek	Periode 1	6.0	E_EBE3_MTAF
Tutorial Corporate Finance	Periode 3+4	6.0	E_EBE3_WCCF

Third year International Business Administration international courses

Vakken:

Naam	Periode	Credits	Code
Development Economics	Periode 4	6.0	E_EBE3_DEVEC
E-Business and IT-Industry	Periode 2	6.0	E_BK3_EBITI
Economische en sociale geschiedenis	Periode 2	6.0	E_EBE3_ESG
International Economics	Periode 2	6.0	E_EBE3_INTEC
International Marketing	Periode 5	6.0	E_BK3_INTM
International Strategy	Periode 5	6.0	E_EBE3_INTST

Third year International Business Administration elective courses

Vakken:

Naam	Periode	Credits	Code
Accounting Information Systems	Periode 2	6.0	E_EBE3_AIS
Advanced Human Resources Management	Periode 1	6.0	E_BK3_AHRM
Applied Quantitative Economics	Periode 4	6.0	E_EBE3_AQE
Belastingrecht	Periode 4	6.0	E_EBE3_BEL
Boekhouden	Periode 4+5	6.0	E_EBE3_BOEKH
Business Intelligence	Periode 1	6.0	E_BK3_BI
Consultancy Industry	Periode 1	6.0	E_BK3_CI
Consumer Behavior	Periode 1	6.0	E_EBE3_CB
Corporate Finance	Periode 2	6.0	E_EBE3_CF
Corporate Financial Management	Periode 4	6.0	E_BK3_CFM
Development Economics	Periode 4	6.0	E_EBE3_DEVEC
E-Business 3.4	Periode 4	6.0	E_BK3_EBUSI
E-Business and IT-Industry	Periode 2	6.0	E_BK3_EBITI
Economie van het onroerend goed	Periode 5	6.0	E_EBE3_EOG
Economische en sociale geschiedenis	Periode 2	6.0	E_EBE3_ESG
Environmental Economics and Management	Periode 4	6.0	E_EBE3_EEM
Finance, Banking and Insurance	Periode 2	6.0	E_BK3_FBI
Financial Accounting	Periode 1	6.0	E_EBE3_FAC
Financial Statement Analysis	Periode 5	6.0	E_EBE3_FSA
International Economics	Periode 2	6.0	E_EBE3_INTEC
International Marketing	Periode 5	6.0	E_BK3_INTM
International Strategy	Periode 5	6.0	E_EBE3_INTST
Investments	Periode 4	6.0	E_EBE3_INV
Knowledge Management	Periode 2	6.0	E_BK3_KM
Macroeconomics	Periode 1	6.0	E_EBE3_MAEC
Management Accounting and Control	Periode 1	6.0	E_BK3_MAC
Management and Organization: Consulting Debates	Periode 2	6.0	E_EBE3_MO
Marketing Research	Periode 4	6.0	E_BK3_MRES

Methoden en technieken van algemeen en financieel economisch onderzoek	Periode 1	6.0	E_EBE3_MTAF
Microeconomics	Periode 2	6.0	E_EBE3_MIEC
Midden- en kleinbedrijf	Periode 1	6.0	E_EBE3_MKB
Ondernemingsrecht	Periode 1	6.0	E_EBE3_OR
Organization Perspectives and Dynamics	Periode 2	6.0	E_BK3_OPD
Services Logistics	Periode 4	6.0	E_BK3_SL
Strategic Management and the Strategy Process	Periode 4	6.0	E_BK3_SMSP
Strategy and Economics	Periode 5	6.0	E_EBE3_SEC
Technology and Innovation	Periode 1	6.0	E_BK3_TI
Transport and Network Economics	Periode 4	6.0	E_EBE3_TNE
Transport, Distribution and Logistics	Periode 2	6.0	E_BK3_TDL
Tutorial Corporate Finance	Periode 3+4	6.0	E_EBE3_WCCF
Tutorial Marketing	Periode 3+4	6.0	E_EBE3_WCMKT
Urban Economics	Periode 2	6.0	E_EBE3_UEC
Werkcollege Accounting: Financial Accounting	Periode 3+4	6.0	E_EBE3_WCAFA
Werkcollege Accounting: Management Accounting	Periode 3+4	6.0	E_EBE3_WCAMA
Werkcollege Macro-economie	Periode 3+4	6.0	E_EBE3_WCMA
Werkcollege Micro-economie	Periode 3+4	6.0	E_EBE3_WCMI

Third year International Business Administration specialisation Marketing

Vakken:

Naam	Periode	Credits	Code
Marketing Research	Periode 4	6.0	E_BK3_MRES
Tutorial Marketing	Periode 3+4	6.0	E_EBE3_WCMKT

Third year International Business Administration specialisation STREAM

Vakken:

Naam	Periode	Credits	Code
Methoden en technieken van algemeen en financieel economisch onderzoek	Periode 1	6.0	E_EBE3_MTAF
Microeconomics	Periode 2	6.0	E_EBE3_MIEC

Werkcollege Micro-economie	Periode 3+4	6.0	E_EBE3_WCMI
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Third year International Business Administration obligatory courses

Vakken:

Naam	Periode	Credits	Code
Advanced Business Research Methods	Periode 4	6.0	E_IBA3_ABRM
Bachelor's Thesis	Ac. Jaar (september)	9.0	E_IBA3_THS
Philosophy II	Periode 5	3.0	E_IBA3_PHIL2
Professional Skills	Periode 5	3.0	E_IBA3_PROFS
Social Network Analysis	Periode 4	6.0	E_IBA3_SNA

Academic Skills

Vakcode	E_IBA1_ACSK ()
Periode	Periode 3
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. S.E. Beijer
Examinator	dr. S.E. Beijer
Docent(en)	Y. Lu, dr. S.E. Beijer
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

This course is fundamental to the core of academic education. As the name already indicates, this course focusses on the development of your Academic Skills, i.e., Analysis, Abstraction, Argumentation and Application (the four As). You will critically reflect on academic research and further develop your skills to make connections between theories, models and concepts. In doing so, we also make a first step in how to develop sound research questions, specifically by learning to translate practically relevant problems into academically relevant research questions (Research skills). Moreover, this course has a strong emphasis on academic writing. This aspect is explicitly trained and evaluated in various assignments throughout the course, both in terms of grammar and fluency (Broadening your Horizon) as well as academic language. In sum, this course is designed to stimulate you to actively reflect on your own academic development.

Inhoud vak

In order to develop yourself as an academic in an international landscape you need to be able to critically reflect on, write about, and eventually also conduct research. In this course you will develop a fundamental skills set that enables you to thrive as an academic throughout your further studies and career. Understanding the academic

world and developing related skills starts with understanding the academic community. Fundamental aspects of this community are related to different perspectives on research, the art of critical reasoning, and the language of science. In this course you will reflect on different perspectives on research, start applying academic skills through critical reasoning and writing, and work on doing this in fluent academic English.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written Assignment - individual assessment
Written Assignment – group assessment
Mandatory attendance tutorials

NOTE: Obtaining study credits for this course is pending on fulfilling your research participation requirements in period 1 and 2.

Literatuur

To be announced

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

1.1 People in Business and Society
1.2 Economics for the Global Era
1.2 Organization Theory

Accounting

Vakcode	E_IBA1_ACC ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. K. Shahzad
Examinator	dr. K. Shahzad
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

On an abstract level, this course teaches you to how to read, examine, and appraise an economic event to identify and extract information relevant for accountants (Academic Skills). More specifically, after this course you will have an understanding of importance of accounting information for companies. You will know that there are various types of stakeholders, each with specific information needs and that there are several types of accounting techniques and methods to available to meet their information requirements.

(Knowledge).

This course does not only offer you fundamentals in terms of theory, but also teaches you to how to calculate the present and future value of financial assets and liabilities (Quantitative Skills).

Besides that, it will also give a basic understanding of the relevance of your knowledge for practice. Moreover, it will offer you a first outlook on the accounting profession for your future careers (Bridging Theory and Practice).

Finally, in light of the recent discussions on the role of accounting in the business field and the global debate on the role of the accountant, we aim to create an understanding that the accounting profession is not static but is influenced by current events, changing values and new insights (Broadening your Horizon).

Inhoud vak

Have you ever thought that why some financial analysts are able to predict firm performance well in advance while others wait till the actual earnings announcements? Why some investors are able to quickly identify and reap the benefits of mispricing in the international financial markets while others earn only what is left over? Why some fund managers are able to build internationally diversified portfolios of stocks while others rely on the performance of local markets. One important thing that is common in these successful financial analysts, investors and fund managers is their ability to understand and analyze accounting information.

Accounting is much more than just bookkeeping, though bookkeeping is an integral part of accounting. Accounting helps you to dissect and trace back the bottom line earnings figures into individual components that contributed to the success or failure of the firm.

Accounting helps you to understand how efficiently a firm's assets are being utilized, whether a firm is heading towards financial difficulties, whether a firm would be able to sustain its current performance, whether a firm would be able to finance its future expansion plans and much more. Accounting also helps you to compare the performance of a firm with its own historical performance, the performance of its local peers and, thanks to the introduction of International Financial Reporting Standards, with that of its peer working internationally. This course is the first step to equip you with the tools and techniques that are necessary to create, comprehend and evaluate accounting information.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Interim exam – Individual assessment
Written exam – Individual assessment
Mandatory attendance tutorials

Literatuur

McLaney, E. and Atrill, E. (2014), Accounting & Finance: An Introduction. 7th edition. Pearson Education.

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

Students are expected to have a good understanding of basic algebra and ratio proportion techniques taught in 1.1 Business Mathematics.

Accounting in Multi-National Enterprises

Vakcode	E_IBA2_AMNE ()
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. D. Detzen
Examinator	dr. D. Detzen
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

This course will teach you how to analyze and evaluate financial and management accounting information, focusing on the most relevant inputs for business analysis decisions. Hence, you will learn how to formulate and put forward a substantiated argument that supports your decision, such as recommending investment in a multi-national company (Academic Skills).

To do so, you will learn to apply relevant financial analysis tools, valuation concepts and common management accounting methods, which enable you to determine the information most relevant for your decision (Quantitative Skills).

The tools discussed in this course explicitly take into account the current affairs and regulatory context of companies, thus emphasizing that accounting does not exist in a vacuum, but is closely connected to a company's societal and economic context in developed economies (Broadening your Horizon).

On a theoretical level, that approach means that you will get acquainted with and learn how to apply a commonly used framework for business analysis and valuation. Similarly, you will learn commonly used methods for planning, decision-making and control purposes to have a set of tools available for business decisions (Knowledge).

The course strives to apply this theoretical knowledge in the most relevant settings, which you will likely encounter in your subsequent career. Hence, the class equips you with methods and tools that you will apply to real-world examples, business cases and actual decision situations (Bridging Theory and Practice).

A vital part of this course is also that you are able to interact with your international peers by working in the informal setting of small teams, but also in the more formal environment of the classroom, where you will need to present the outcomes of your analysis and give constructive feedback to your peers (Social Skills).

Inhoud vak

Suppose two firms report the same earnings in their financial statements. How come investors react differently to them? Why is one firm punished by the market, while the other's share price increases? A key aspect in answering these questions is the role of financial analysts, who largely determine what capital markets can reasonably expect from companies and whether investors should give their money to multi-national enterprises. This course helps you understand this role of analysts better by enabling you to trace and reproduce the way these mediators come up with their recommendations, seeing through some of the accounting choices companies make, placing the company firmly in its international context, and applying valuation concepts to multi-national enterprises in developed economies.

To do so, this class explicitly takes a user perspective to accounting

information to help you understand the relevance of accounting information in multi-national enterprises. That means that you will take the role of a financial analyst when examining companies' financial statements on the basis of a commonly used framework for analysis and valuation. At the end of your assessment, you will be able to come up with an investment recommendation. From a company's perspective, you will take the role of a decision-maker who needs to place his/her judgment on the most relevant information for this decision. Hence, you will improve your understanding of important management accounting tools that you will encounter in your subsequent business career for planning, decision-making and control purposes.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Assignment – Group assessment
Written exam – Individual assessment
Mandatory attendance tutorials

Literatuur

Financial Accounting:
Palepu, K.G., P.M. Healy, and E. Peek, 2013, Business Analysis and Valuation: IFRS Edition, 3rd edition, Cengage Learning.

Management Accounting:
Bhimani, A., C.T. Horngren, S.M. Datar, and M. Rajan, 2015, Management and Cost Accounting, 6th edition, Pearson.

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

1.5 Accounting
Good command of basic financial and management accounting concepts

Accounting Information Systems

Vakcode	E_EBE3_AIS (60341030)
Periode	Periode 2
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. J.B.T. Bergsma RA
Examinator	drs. J.B.T. Bergsma RA
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

Het leerdoel is het verwerven van een zodanige kennis van en inzicht in de grondslagen van de bestuurlijke informatieverzorging dat voor organisaties de bestuurlijke informatieverzorging op hoofdlijnen kan worden ontworpen en de opzet en de werking van de bestaande bestuurlijke informatieverzorging op hoofdlijnen kan worden beoordeeld.

Studenten hebben na afloop van de collegecyclus kennis van en inzicht in:

- de verschillende te onderscheiden vormen van bestuurlijke informatie en de daaraan te stellen eisen in relatie tot het gebruiksdoel ervan in organisaties. Belangrijke eisen zijn eisen inzake de inhoud, de betrouwbaarheid, de tijdigheid en de presentatievorm van de bestuurlijke informatie;
- de organisatie van de informatieverzorging: de processen, de functies en de hulpmiddelen.

Inhoud vak

De inhoud van de cursus kent de hoofdthema's:

- algemene grondslagen;
- fasen van de waardenkringloop.

Onderwijsvorm

Hoorcollege gecombineerd met activerende werkvormen.

Toetsvorm

Schriftelijk tentamen.

Literatuur

- Oscar van Leeuwen en Jon Bergsma, Bestuurlijke Informatieverzorging in perspectief. Relevante en betrouwbare informatie voor sturing en beheersing. Meest recente druk
- Starreveld, Van Leeuwen & Van Nimwegen, Bestuurlijke informatieverzorging. Deel 2A: Toepassingen. Fasen van de waardekringloop. Meest recente druk. Groningen/Houten: Stenfert Kroese, ISBN 90 2073053 3.
- Bodnar, G.H. & W.S. Hopwood. Accounting Information Systems. Meest recente editie. Pearson Prentice Hall.

Aanbevolen voorkennis

- Management en Organisatie
- Financial Accounting

Overige informatie

Wijzigingen in de literatuur worden uiterlijk 1 maand voorafgaande aan de aanvang van het vak op de daarvoor geëigende wijze bekend gemaakt.

Advanced Business Research Methods

Vakcode	E_IBA3_ABRM (61742010)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.J. Porter
Examinator	dr. A.J. Porter
Docent(en)	dr. A.J. Porter
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	300

Doel vak

After taking this course, students should be able to:

- Describe and explain the most important qualitative and quantitative research strategies.
- Create a research design for investigating business problems, including formulating research questions from both theoretical and practical concerns and identifying the appropriate methods for pursuing answers to research questions.
- Apply appropriate methods, through data collection and structured data analysis.

Inhoud vak

- Qualitative and quantitative research strategies and research cycles (case study; grounded theory; ethnography; survey)
- Qualitative methods of data collection (incl. interviews) and analysis (incl. coding)
- Quantitative methods of data collection (incl. questionnaire construction) and analysis (incl. multivariate analyses)

Onderwijsvorm

Lectures and tutorials

The lectures provide an introduction to the use of qualitative and quantitative methods in business research. The assignments are introduced in the lectures and the lectures provide the background knowledge needed to make the assignments. Attendance to the lectures is strongly recommended.

During the tutorials students will receive guidance and feedback on their assignments. Presence at the tutorials is obligatory.

Toetsvorm

Individual written exam (50%) and group assignments on qualitative methods (25%) and quantitative methods (25%). In order to pass you need at least a 5.5 for each component.

Literatuur

Will be announced at Blackboard.

Vereiste voorkennis

Business Research Methods (1st year course)

Advanced Human Resources Management

Vakcode	E_BK3_AHRM (61312000)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. D.A. Driver-Zwartkruis
Examinator	dr. D.A. Driver-Zwartkruis
Docent(en)	dr. D.A. Driver-Zwartkruis
Lesmethode(n)	Hoorcollege, Responsiecollege
Niveau	300

Doel vak

- Introduce theories which inform HRM practices;
- Introduce contemporary thinkers of the study of HRM, and
- Heighten students' awareness to the inter-relationship between organizational goals, employee performance, and the broader society e.g. economic conditions; labor market situations, and demographic composition.

Inhoud vak

Human Resource Management (HRM) is the design of formal systems in an organization to ensure the effective and efficient use of human talent.

These formal systems should generate activities that involve the utilization and development of an organization's resources which includes personnel, technical equipment, and policies. Thereby, an organization is equipped with essential elements to facilitate individuals, groups and teams with achieving stated goals. The study of HRM is informed by the behavioral and social sciences which includes the disciplines of economics, psychology, culture law, and sociology. In this course emphasis is given to theories which underpin HRM practices, special attention will be given to contemporary topics including Workplace Diversity; Ethics and Corporate Social Responsibility (CSR). Thus, a variety of theories will be discussed. Increasingly, HR professionals are playing a significant role in assisting management with syncretizing employee talents and organizational goals. This role requires HR professionals to give attention to the broader society including economic conditions, labor market situations, demographic composition, and international relations. Thereby, HR professionals are empowered to become more central as a business partner in assisting management with designing, implementing and evaluating strategies conducive to maintaining and gaining a competitive advantage.

Onderwijsvorm

The pedagogic approach is teaching for understanding. The form is 1) Lectures and 2) Response Sessions. During the lectures, the obligatory literature will be addressed. Additionally, guest lecturers will be invited. Using the case study methodology for the response session current events and relevant HRM theories will be applied, therein to ensure synthesis of theory and practice.

Toetsvorm

One comprehensive examination; 50-item, multiple-choice questions

Literatuur

An 'up-to-date' reader that is composed of 14 conceptual and empirical articles on HRM, published in acknowledged international journals.

Vereiste voorkennis

Basic knowledge of human resource management processes and practices is assumed (equivalent to the 2nd year course Human Resource Management).

Applied Quantitative Economics

Vakcode	E_EBE3_AQE (60322080)
Periode	Periode 4
Credits	6.0
Voertaal	Engels

Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. J. Schaumburg
Examinator	dr. J. Schaumburg
Docent(en)	dr. J. Schaumburg
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

By the end of this course students will have been introduced to modern econometric techniques, enabling them to conduct methodological or empirical analyses of their own. In particular, students will be familiar with both the econometric theory essential to examine cross-sectional, time series and panel data sets, and with real-world applications in macroeconomics, finance and business. The objective is to prepare participants for quantitative research in economics on graduate or PhD programmes.

Inhoud vak

The contents of the course may be divided into different parts. The first part will consist of a brief yet rigorous review of estimation and inference in the linear cross-sectional regression model. We will discuss the classical assumptions, and the consequences arising when these assumptions are not fulfilled. Secondly, the estimation and forecasting of linear time series models will be covered, including concepts such as (non-)stationarity and model selection.

Throughout the course, the focus will lie on developing an intuition for state-of-the-art econometric concepts. A balance will be struck between theoretical derivations and empirical applications. The textbook used (see below) is particularly well-suited for this purpose, as it is targeted at an audience of advanced undergraduate students in economics and business studies. Extensive use will be made of the statistical software State, both for in-class illustration and for hands-on exercises.

Onderwijsvorm

Interactive lectures and exercises in the computer lab

Toetsvorm

There will be a written test at the end of the course.

Literatuur

J.H. Stock & M.W. Watson: "Introduction to Econometrics", Pearson

Aanbevolen voorkennis

This course builds on the foundations laid either in the sequence of courses in 'Kwantitatieve Methoden' (on the Economics programme) or in that of 'Statistics' and 'Business Mathematics' (on the programme in Business Administration). It assumes familiarity with probabilistic concepts such as discrete and continuous random variables, hypothesis testing and central limit theorems, and with the essentials of regression analysis. This material corresponds more or less to chapters 1-5 in Stock & Watson, and students are recommended to refresh their memory on this prior to the first lecture.

Overige informatie

Participation in this course is a worthwhile preparation for the methodological element of Empirical Finance 4.2 and is thus recommended to those intending to follow the Master in Finance programme. The econometric techniques discussed in AQE 3.4 will also be beneficial to everyone planning to write an empirical Bachelor's thesis.

Bachelor's Thesis

Vakcode	E_IBA3_THS (61780000)
Periode	Ac. Jaar (september)
Credits	9.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.M.C.E. Stam
Examinator	dr. A.M.C.E. Stam
Lesmethode(n)	Hoorcollege
Niveau	300

Behavioral Game Theory

Vakcode	E_HP2_BGT (60322180)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.E.D. Houba
Examinator	dr. H.E.D. Houba
Docent(en)	dr. H.E.D. Houba
Lesmethode(n)	Hoorcollege
Niveau	300

Belastingrecht

Vakcode	E_EBE3_BEL (60341070)
Periode	Periode 4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	mr. R.T.B.M. Gerritsen
Examinator	mr. R.T.B.M. Gerritsen
Docent(en)	mr. H.A. Brasz
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

Voor accountants en controllers is kennis van het belastingrecht een absolute must. Zij moeten namelijk de fiscale gevolgen van juridische handelingen begrijpen en kunnen duiden. Dit klemmt te meer nu het bedrijfsleven steeds vaker in complexe juridische (concern)structuren is georganiseerd, met alle fiscale gevolgen van dien. Accountants en controllers dienen primair de fiscale positie van een onderneming zoals die zich vertaalt in balansposten te kunnen beoordelen. Daarnaast dienen zij als intermediair te kunnen fungeren tussen opdrachtgevers (ondernemingen en/of particulieren) en fiscale specialisten. Zij dienen met andere woorden de fiscale problematiek te onderkennen. Dit wordt van steeds meer belang nu het belastingrecht jaarlijks gecompliceerder wordt en de fiscale gevolgen van allerlei beslissingen materieel een voortdurend grotere rol spelen. Het internationaal en Europees belastingrecht wint daarbij sterk aan betekenis. Waar nodig zal hieraan dus ook aandacht worden besteed. In dit vak ligt de nadruk op het verwerven van kennis en inzicht met betrekking tot het formele belastingrecht zoals dat is verwoord in de AWB en de AWR, de invorderingswet, de loonbelasting en de omzetbelasting. Daarnaast moet de student zich de hoofdzaken van het positieve belastingrecht met betrekking tot de fiscale winstbepaling eigen maken, zoals dat is vastgelegd in de inkomstenbelasting en vennootschapsbelasting. Tevens dient men inzicht te verwerven in de onderlinge samenhang van de verschillende belastingen.

Inhoud vak

In de colleges wordt de stof uit het voorgeschreven studieboek verduidelijkt. Voorts dient men de basiskennis te verdiepen door deze toe te passen op aan de praktijk ontleende cases, zodat men later in de praktijk fiscale aspecten kan onderkennen. Aan het begin van de cursus wordt een gespecificeerd studieprogramma beschikbaar gesteld.

Onderwijsvorm

Gedurende zes weken wordt de fiscale problematiek behandeld in een hoor/werkcollege. Tijdens het hoorcollege gedeelte zullen de grondslagen betreffende het onderwerp van die dag aan de orde komen, terwijl in het werkcollege aan de hand van een aantal cases de theorie zal worden toegepast op praktijksituaties. Voor een succesvol verloop van de cursus is het van belang dat de cursisten actief meedoen bij de behandeling van de casus. Bestudering hiervan voorafgaand aan de behandeling is derhalve een noodzaak.

Toetsvorm

Schriftelijk tentamen.

Literatuur

Wordt bekend gemaakt.

Big Ideas in Business Administration and Economics

Vakcode	E_HP1_BIBAE ()
Periode	Periode 4+5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.E.D. Houba

Examinator	dr. H.E.D. Houba
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

To get the student acquainted with and marvel about several mind blowing insights obtained in Business Administration and Economics.

Inhoud vak

Why do Nobel prize winners in Economics got awarded their prize? What have been the game changers in academic research on Business Administration?

In this course, several big ideas from the mentioned disciplines will be discussed. For example, is flexibility in taking decisions really superior to being committed? What is the Lucas' Critique?

Onderwijsvorm

To be announced

Literatuur

To be announced

Vereiste voorkennis

The entry requirements for the first-year Honours course are either one of the following:

- all first-year courses of period 1 and 2 passed with an grade average of at least 7.5, or
- pre-university education (VWO) graduation with an average of at least 8.0.

Details about the enrolment procedure will be provided during period 2 of the first year.

Overige informatie

The first-year Honours course provides you with an opportunity to experience the VU Honours programme. This may help you to decide whether the VU honours programme serves your interests. If you pass this course, and you enter the VU Honours programme this course qualifies as an elective Honours course. If you pass and decide not to enter, then it qualifies as an extracurricular course on the supplement of your bachelor diploma.

Boekhouden

Vakcode	E_EBE3_BOEKH (60311018)
Periode	Periode 4+5
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	H.J. Bouwer
Examinator	H.J. Bouwer
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

Studenten met basiskennis boekhouden, financial accounting en management accounting (meer) vaardigheid aanleren om gegeven situaties/vraagstukken op het gebied van financial accounting en management accounting te vertalen naar hun administratieve verwerking (simpel gezegd: "leren denken in journaalposten").

Inhoud vak

Te behandelen onderwerpen zijn onder meer:
budgettering/verschillenanalyse, deelnemingen, consolidatie, intercompany profit, fiscale winstbepaling, onderhanden projecten.

Onderwijsvorm

Hoor- en werkcolleges. In de werkcolleges worden cases en oefeningen behandeld.

Toetsvorm

Onderdelen van cases worden digitaal getoetst. Tussentoetsen en schriftelijk tentamen.

Literatuur

Boekhouden Geboekstaafd delen 1, 2 en 3., Fuchs, Van Hoepen, Van Vlimmeren.

Vereiste voorkennis

Keuzevak voor studenten die zich voorbereiden op accountancytraject.
Kan voortbouwen op basiskennis financial accounting / management accounting uit eerste twee jaren plus verdiepingskennis financial accounting derde jaar.

PGO deficiëntie (deeltijdopleiding): deficiëntievak voor studenten met HBO-vooropleidingen anders dan BE en Accountancy, en voor WO-studenten met niet-economische vooropleidingen.

Aanbevolen voorkennis

Basiskennis van het vak boekhouden wordt als bekend verondersteld. Dit is het niveau van basiskennis financial accounting / management accounting uit eerste twee jaren van de bachelor-opleiding plus verdiepingskennis financial accounting uit het derde jaar.

Digitale entreetoets.

Overige informatie

Dit keuzevak Boekhouden bouwt voort op de kennis uit het vak Financial Accounting and Bookkeeping. Dit keuzevak kun je gebruiken om een deficiëntie voor instroom in de postgraduate accountantsopleiding op te heffen.

Bubbles and Crashes -HP-

Vakcode	E_HP1_BC ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Coördinator	dr. A.H. Siegmann
Examinator	dr. A.H. Siegmann
Docent(en)	dr. A.H. Siegmann
Lesmethode(n)	Hoorcollege
Niveau	300

Business Information Systems

Vakcode	E_IBA2_BIS ()
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.G.A. Plomp
Examinator	dr. M.G.A. Plomp
Docent(en)	dr. M.G.A. Plomp
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

Academic skills: In this course, we teach you to analyse IS-related problems in organizations. Furthermore, you will learn how to apply knowledge learned from scientific publications on practical IS-related problems, and develop and convey convincing arguments in a business case advice.

Knowledge: You will obtain fundamental knowledge on all topics related to information systems, information technology and digital innovation that are important for organisations.

Bridging theory and practice: You will learn to apply theoretical knowledge in a specific practice situation. Furthermore, this course will offer you insight into the professional possibilities in the field of IS.

Social skills: You will continue to develop your skills to work together in teams; to present and discuss your work; and to give feedback on the work of others.

Specific learning objectives:

After completion of the course, you will be able to:

- Understand current developments in terms of digital innovation and the information society.
- Describe the role of IS in organizations as we move into the digital world.
- Explain what an IS is and understand its data, technology, people and organizational components.
- Understand the relationship between business strategy, information strategy and different types of IS.
- Explain the importance of aligning organization and IS.
- Describe how IS and an organization's structure, culture, and processes mutually influence each other.
- Describe the essential components of an organization's IS

- infrastructure, including hardware, software, and networks.
- Explain recent technological developments related to big data, social media, mobile, cloud computing and consumerization of IT, and understand their implications for organizations.
 - Describe the different types of enterprise systems and explain how organizations are deploying these to support and enable business processes.
 - Advise an organization on how to best implement an enterprise system.
 - Describe the general approaches organizations follow when developing or acquiring IS.
 - Understand the different threats to IS security and describe the approaches organizations can take to protect their IS.
 - Model data and activities.
 - Understand and apply the basics of programming and databases.

Inhoud vak

Business Information Systems is an introductory course on the role of Information Systems (IS) in organizations. Worldwide, IS are prominently present in organizations and information is a crucial resource for an organization's survival. BIS focuses on how IS help managing information resources and on how organizations can benefit from these IS. In the course, we cover various topics. Some have a more managerial focus, such as IS strategy, structure, and culture, while others have a more technical focus, such as the basics of programming and databases, recent technological developments, and security. We take an international perspective on these topics and pay extra attention to outsourcing, offshoring, and how cultures differ with regard to IT and IS adoption and use.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
(Interim) Assignments – Group assessment
Mandatory attendance tutorials

Literatuur

Book: To be announced

Additional (required) materials will be announced via Blackboard.

Business Intelligence

Vakcode	E_BK3_BI (61312020)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. J.F.M. Feldberg
Examinator	prof. dr. J.F.M. Feldberg
Docent(en)	prof. dr. J.F.M. Feldberg
Lesmethode(n)	Hoorcollege, Practicum, Computerpracticum

Doel vak

Students that successfully finished this course must be able:

- To define, describe and recall the basic concepts, principles and theories underlying business intelligence solutions (decision support systems).
- To classify and compare business intelligence solutions as well as the constituent components of business intelligence solutions.
- To apply business intelligence concepts, principles and theories to business problems.
- To analyse a business intelligence case, and propose business intelligence solutions.
- To evaluate and discuss the organizational and social implications of business intelligence solutions.
- To design a schema representing managerial information needs ('star schema').
- To analyse data and decide which data to use given a problem to be solved.
- To create insights using an established business intelligence tool (Cognos Powerplay)

Inhoud vak

Modern organizations, in particular the management of these organizations, tend to suffer more from an overload of data than from a lack of data. To a great extent this overload is caused by the overwhelming growth of information systems in organizations. Enterprise Systems (ERP), Customer Relationship Systems (CRM) as well as the growing number of Internet- based applications (e. g. e- commerce) are all important sources for the explosion of financial, production, marketing and other business data. The challenge for most organizations is to develop and build systems that support the transformation of the collected data into knowledge. To be successful in this transformation processes organizations have to develop the capability to aggregate, analyze and use data to make informed decisions. This course deals with the theory concerning business intelligence as well as with the application of business intelligence solutions. To be able to successfully implement business intelligence solutions, one has to have knowledge about their functioning and proficiency in using them, as well as knowledge about their field of application, e. g., how to select, transform, integrate, condense, store and analyze relevant data. This course uses the term 'business intelligence & analytics' in a broad sense. A narrow interpretation would only deal with software solutions ('data warehousing' and 'online analytical processing'). The broad interpretation - to be used in this course - also includes: theories concerning decision making, related decision support systems and their application for management, i. e., data warehousing, online analytical processing, big data and data mining.

Onderwijsvorm

lecture
tutorial

Toetsvorm

written interim examination
(weekly) Business intelligence tutorial tests.
All tests and exams will be administered through a digital test system.

Literatuur

- To be announced.
- Various papers.

Aanbevolen voorkennis

- Basic course in Information Systems, f. e. on the level of Laudon & Laudon, Management Information Systems,
- O'Brien, James A., Introduction to Information Systems.

Overige informatie

Language: "Dutch & English"

Business Mathematics I

Vakcode	E_IBA1_BUSM ()
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R. Heijungs
Examinator	dr. R. Heijungs
Docent(en)	dr. I.D. Lindner
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

This course is the first in the line of our academic core, teaching you mathematical thinking and working (Quantitative skills; Knowledge). During this course you will get acquainted with a number of important mathematical topics and some basic quantitative tools for business and economics. These tools are not only relevant in an academic research setting, but also help to solve business problems (Research Skills). You will not only learn the techniques as such, but you will also learn the art of abstraction from a real-world problem to a formal problem, and back from a formal answer to a real-world answer (Academic Skills).

Specifically, the knowledge and skills in this course concentrate on:

- mathematical thinking: concepts, notation, usefulness;
- general mathematical and computational skills;
- summation operator;
- descriptive statistics (mean, variance, covariance, correlation);
- vectors and matrices;
- differentiation of functions of one or more variables;
- elasticity;
- finding extreme values of functions of one or two variables;
- finding extreme values of functions of one or two variables under a constraint;
- inverse matrices;
- solving systems of linear equations;
- ordinary least squares for curve fitting (straight line, no statistical tests);
- linear programming.
- typing formulas in Microsoft Word
- using Microsoft Excel for mathematical problems

Inhoud vak

Mathematics is a challenging, but highly relevant topic for any international business student. Doing business for sure means having a vision, but it also means having the numbers right. You can't develop a sound business plan without understanding and using mathematics, and you need mathematics in order to plan your stocks and trucks. In the business literature, we see many mathematical models, for scheduling, finance, and investments. Using such models requires a basic understanding of mathematical principles related to multi-variable calculus, optimization, and expectation. Further, today's simple calculations require basic skills in setting up and handling spreadsheets and typesetting formulas. This course therefore also addresses such general skills.

Moreover, mathematics is more than just calculations and numbers, it is language. A language that is essential to understand if you want to develop and acquire an analytical way of thinking that is not only at the core of any academic, but also the successful business professional. It is a first step on the path of understanding the power of quantitative and mathematical approaches to problems you will face as an international business student.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Interim exams (computer tests) – Individual assessment
Final, written exam – Individual assessment
Mandatory attendance tutorials

Literatuur

Sydsæter, Knut, Peter Hammond, and Arne Strøm (2012), Essential Mathematics for Economic Analysis, fourth Edition, Pearson Education (The VU Bookshop and Aureus sell a special edition including extended access code for MyMathLab)

Access to Microsoft Word and Excel
Additional (required) materials will be announced via Blackboard.

Vereiste voorkennis

None

Intekenprocedure

For this course, a different registration procedure is applicable. In VUnet you must register for the course as well as for the exam, but not for the study group and lecture. For the study group and lecture you will be registered by the department.

Overige informatie

Mandatory for Binding Recommendation on Continuance of Studies Recommendation ('BSA') in year 1.

Business Processes

Vakcode	E_IBA1_BP ()
Periode	Periode 6

Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	S. Dabia
Examinator	S. Dabia
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

This course is an integrative course that challenges you to combine, integrate and apply knowledge from different perspectives (Academic Skills), with a specific focus on Business Processes (Knowledge). You will learn to describe business processes and to analyse and improve business processes by using the appropriate performance measures (Quantitative Skills). During this four-week course you will work intensively with a team (Social Skills) on a real-life research case. This case will challenge you to combine and apply knowledge and research skills to redesign a business process of a multi-national company (Research Skills; Bridging Theory and Practice).

Inhoud vak

This final course of the first year is an exciting course that will challenge you in various ways. By taking Business Processes as a point of departure, we bring together several perspectives and analyses a real-life business case from an integrative perspective.

Taking a business process perspective will stimulate you to think about organizations in a different way, bringing together knowledge from different fields and realizing that this creates challenges and conflicts that managers need to deal with.

You will learn to systematically analyses such processes, to visualize them, and identify problems that emerge in these processes, considering both the front- (customer) as well as the back-side (management). Moreover, this course offers you a number of tools that allow you to assess the consequences of suggested improvements. Important topics such as project management, quality management, and performance measurement are addressed, which are essential, hands-on tools any international business professional should be able to work with.

In a bootcamp setting, where we operate in a so-called "pressure cooker" situation a short, but intense period to solve a problem we work on a highly relevant issue for a multi-national company, creating a unique first impression of what happens on a day-to-day basis when managing business processes.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Assignment – Group Assessment
(Interim) Assignment – Individual Assessment
Mandatory attendance tutorials

NOTE: Obtaining study credits for this course is pending on fulfilling your mandatory participation requirements in tutor program throughout period 1, 2, 4 and 5 (see course manual Tutor Program).

Literatuur

Book: to be announced

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

1.1 Business Mathematics

1.3 Academic Skills

1.4 Global Supply Chain Management

1.5 Cross-Cultural Marketing

Business research Methods I - Quantitative

Vakcode	E_IBA2_BRM1 ()
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.H. Morren
Examinator	dr. M.H. Morren
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

This course is part of the academic core and specifically builds on the courses 1.1 Business Mathematics, 1.3 Academic Skills, and 1.4 Business Statistics . Together with 2.5 Business Research Methods II - Qualitative (period 2.5) and the integrative research project (period 2.6), this course forms the methodological background in year 2. This course will teach you how to approach research problems (Research skills), and to think and reflect critically on the choices that need to be made during the research process (Academic Skills; Knowledge). You will learn more about the statistical techniques that are available (Quantitative skills), and how they can be used to answer questions that arise in business (Bridging Theory and Practice). Hence, while this course is part of the academic core, understanding and being able to reflect on how knowledge is created and judge the value of information, is a critical skill for any business professional that is faced with decision making.

Specifically, during this course we will focus on:

- translating a research question into a formal model that can be tested
- how to set up a sampling design
- how the sample size relates to statistical power
- developing a survey design (formulating survey questions, collecting data)
- analysing validity and reliability using factor analysis
- significance testing
- how to use multiple regression analysis to explain and forecast
- how to use dummy variables
- how to conduct logit regression
- how to assess mediation and moderation

During the course we will use the syntax module of SPSS.

Inhoud vak

No company is able to stay ahead of their competition or even survive without business statistics. As the world around us is becoming more globalized, and information plays a larger role every day, the understanding of research methods to analyse large datasets and how these methods can be used to compare countries and cultures becomes ever more important. To use analytics to solve research problems, you need to have a solid background not only in the available statistical methods, but also in the inherent boundaries of these statistical methods. The BRM Quantitative course teaches technical skills while simultaneously deepening the understanding of modelling, research designs, and the limitations of data analysis. Primary and secondary data from different countries will be used and discussed.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
Interim Assignment(s) – Group assessment
Mandatory attendance tutorials

Literatuur

Book: To be announced

Additional (required) materials will be announced via Blackboard.

Vereiste voorkennis

1.1 Business Mathematics

Aanbevolen voorkennis

1.3 Academic Skills
1.4 Business Statistics
1.6 Business Processes

Overige informatie

Note that this course is an entry requirement for the Bachelor Thesis, meaning that this course needs to be completed successfully in order to be able to start with the Bachelor Thesis process in year three.

Business Research Methods II - Qualitative

Vakcode	E_IBA2_BRM2 ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.J. Porter
Examinator	dr. A.J. Porter
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

This course is part of the de academic core, focusing primarily on research skills. You will learn to perform all the elements of the qualitative research process. You will understand and analyse the theoretical traditions that inform the qualitative research process and apply this to create an appropriate design of an international business research project. You will also apply qualitative data collection and analysis methods to generate original insights into international business processes. As a result, you will learn sensitivity to the context of research and how to critically reflect on the qualitative research process (Research Skills). An important focus of this course is the application of knowledge through research projects (Academic Skills). Working in team projects and conducting qualitative interviews, you will also gain important skills of successful interaction with others (Social Skills).

Inhoud vak

This course will teach you to skilfully and reflexively perform all the elements of the qualitative research process. You will learn using a "hands on" approach- that is, you gain an understanding of qualitative research design, data collection, data analysis, and reporting by doing it all yourself through a team research project. This is a skill set that you can take forward with you, not only in future courses in the University setting, but also in other avenues of your professional life. During this project you will also gain in depth knowledge of important aspects of international business that you can expect to encounter in your own future careers.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
Assignment – Group assessment
Mandatory attendance tutorials

Literatuur

Book: to be announced

Additional (required) materials will be announced via Blackboard.

Vereiste voorkennis

1.1 Business Mathematics

Aanbevolen voorkennis

1.3 Academic Skills
2.4 BRM I – Quantitative

Overige informatie

Note that this course is an entry requirement for the Bachelor Thesis, meaning that this course needs to be completed successfully in order to be able to start with the Bachelor Thesis process in year three.

Business Statistics

Vakcode	E_IBA1_BS ()
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Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R. Heijungs
Examinator	dr. R. Heijungs
Docent(en)	A. Borowska, M. Li MPhil
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

This course is the third in the line of our academic core, teaching you statistical thinking and working (Quantitative skills; Knowledge). During this course you will get acquainted with a number of important statistical topics and some basic quantitative tools for international business and economics. These tools are not only relevant in an academic research setting, but also help to solve business problems (Research Skills). You will not only learn the techniques as such, but you will also learn the art of abstraction from a real-world problem to a formal problem, and back from a formal answer to a real-world answer (Academic Skills).

Specifically, the knowledge and skills in this course concentrate on:

- statistical thinking: concepts, notation, usefulness;
- basic probability (events, probability space, etc.);
- probability distributions (binomial, normal, etc.);
- descriptive statistics (mean, median, variance, correlation, skewness, proportion, etc.);
- populations, samples, and sampling variation
- confidence intervals (for mean, median, proportion, variance);
- testing a null hypothesis, statistical significance
- one-sample statistical tests (for mean, median, proportion, variance);
- two-sample statistical tests (for mean, median, proportion, variance);
- simple and multiple regression (including tests and residual analysis);
- one-way analysis of variance;
- general statistical, data handling, and visualization skills.

Inhoud vak

International business administration is a subject in which data is of prime interest. You can have great ideas on the impact of advertisement on sales, or of bonus wages on employer's performance, but the ultimate test is not the theory, but always the empirical data. These data, however, are often not fully conclusive. Sales go up on some days, but they go down on other days. Other factors make that what we see is noisy. Statistics helps you to make sense out of data. Further, today's analyses require basic skills in setting up and handling spreadsheets and visualizing data. This course therefore also addresses such general skills.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Interim exams (computer tests) – Individual assessment
Final, written exam – Individual assessment
Mandatory Attendance Tutorials

Literatuur

Doane, David P., and Lori E. Seward (2015), Applied Statistics in Business & Economics, fifth Edition, McGraw-Hill
(The VU Bookshop and Aureus sell a special edition including extended access code for Connect)
Access to SPSS

Additional (required) materials will be announced via Blackboard.

Vereiste voorkennis

None

Aanbevolen voorkennis

1.1 Business Mathematics

Consultancy Industry

Vakcode	E_BK3_CI (61322380)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. G.R.A. de Jong
Examinator	prof. dr. G.R.A. de Jong
Docent(en)	prof. dr. G.R.A. de Jong, dr. H.S. Heusinkveld
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

De consultancy industry (professional services firms) is vandaag de dag niet meer weg te denken als onderdeel van de zakelijke dienstverlening wereldwijd.

Het vak, dat een eerste kennismaking biedt met deze sector, is gericht op het verkrijgen van kennis van en inzicht in de plaats die de consultancy industry inneemt in de maatschappij. Tevens wordt inzicht verschaft in hoe organisaties binnen de consultancy industry georganiseerd zijn en op welke wijze professionals daarbinnen werkzaam zijn. Daarbij wordt kennis en inzicht die is opgedaan in de eerste twee studie jaren geïntegreerd en toegepast op de consultancy sector. Het gaat hierbij om kennis en inzicht op terreinen als strategie, organisatie, HRM en economie.

Inhoud vak

De consultancy industry wordt belicht vanuit drie invalshoeken, te weten een maatschappelijk-, bedrijfskundig- en individueel perspectief. Daarnaast wordt het vak theoretisch onderbouwd met kritische perspectieven op de consultancy industry en komen de ontwikkeling van new best practices aan bod. Met het volgen van dit vak zullen studenten

in werkgroepen tevens de praktijk leren kennen, door een groepsopdracht waarbij studenten (één of meerdere) consultancy firms onder de loep nemen.

Wanneer de sector vanuit de maatschappelijke invalshoek wordt geanalyseerd, komen thema's aan bod als 'economische en maatschappelijke betekenis van de branche', de 'structuur van de branche' en 'de consultancy industry in historisch perspectief'.

Wanneer de consultancy industry vanuit een bedrijfskundig perspectief wordt belicht, ligt de nadruk op de wijze waarop organisaties in deze branche worden georganiseerd en bestuurd. Hierbij zullen theorieën en modellen worden gebruikt om organisaties binnen de consultancy industry te beschrijven en te analyseren.

Daarbij wordt ingegaan op:

- de zogenaamde 'alignment' tussen de belangrijkste stakeholders te weten, de cliënten, de professionals, de eigenaren
- de bijzondere betekenis van leiderschap en cultuur in dit soort organisaties
- de totstandkoming van strategie en de positioneringvraag van consultancy organisaties in een competitieve markt
- organisatiekundige vraagstukken en de uitdagingen voor HRM
- het business model en de financiële besturing.

Daarnaast wordt aandacht besteed aan de individuele professional. Thema's die hierbij aan bod komen zijn onder andere 'typen, rollen en posities van consultants', 'ontwikkeling, competenties en loopbaan van consultants' en 'ethische vraagstukken en maatschappelijke verantwoordelijkheid'.

Onderwijsvorm

Hoor- en werkcolleges

Toetsvorm

Schriftelijk tentamen (60%)
Praktische opdracht (40%)

Literatuur

Jong, G.R.A. de (ed), Professional Services Firms. 3e editie. Strategic Management Centre, 2013 en verschillende artikelen.

Consumer Behavior

Vakcode	E_EBE3_CB (60311050)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. F. van Horen
Examinator	dr. F. van Horen
Docent(en)	dr. F. van Horen
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

At the end of the course:

- you are familiar with important scientific insights in consumer behavior
- you understand the difference between different theoretical concepts relevant for the study of consumer behavior
- you are able to apply theoretical knowledge on specific real-world consumer problems/situations
- you have an understanding why knowledge and comprehension of consumer decision making is important for marketing management
- you are able to identify the most important insights of top tier academic articles on consumer behavior
- you understand the type of experimental studies that are handled in class and in the articles and you can interpret the data collected with an experimental method

Onderwijsvorm

Lectures

Toetsvorm

Written exam (open and multiple choice questions)

Literatuur

Chapters 1, 3-10 & 13 of Kardes, F., Cline, T., Cronley, M. (2011), Consumer Behavior: Science and Practice (1st international edition). Cengage Learning, ISBN-13: 978-0-538-74686-1, ISBN-10: 0-538-74686-6: IMPORTANT:

You can find a (cheaper) compilation of those chapters in the VU bookstore: ISBN 9781408057483, Consumer Behavior, Custom Textbook, Compiled by Kobe Millet.

Additional articles (to be announced)

Vereiste voorkennis

- Bachelor Economics and Business Economics: Marketing 1. 1 and Marketing 1. 2

Or

- Bachelor Business Administration: Marketing Management 1.1

Or

- Bachelor International Business Administration: Marketing Management 1.1

Contemporary Challenges in Corporate Strategy

Vakcode	E_HP1_CCCS ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. C.M.J. Wickert
Examinator	dr. C.M.J. Wickert
Docent(en)	dr. C.M.J. Wickert
Lesmethode(n)	Hoorcollege
Niveau	300

Corporate Finance

Vakcode	E_EBE3_CF (60321010)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. J.A.F. Schnitzler
Examinator	dr. J.A.F. Schnitzler
Docent(en)	dr. P. Verwijmeren, dr. J.A.F. Schnitzler
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

Corporate finance addresses two fundamental problems of any firm: How should a firm determine which projects and operating strategies to pursue? How should these projects and strategies be financed? The goal of the course is to teach the main theories of capital structure choice and payout policy as well as the principles and tools of valuation.

Towards the end of this course, students should be able to:

- distinguish between implications derived from various capital structure theories and put them into perspective of underlying model assumptions;
- discuss financing incentives provided by equity and debt financing;
- relate theories to other corporate decisions like payout policy, risk management, etc.;
- critically assess assumptions and outcomes of valuation models;
- explain most common corporate governance mechanisms.

Inhoud vak

The course can roughly be divided into three parts: Capital Structure Choice, Valuation and Corporate Governance. In the first part we will study the topic of capital structure choice. We will cover the seminal Miller and Modigliani (MM) Theorem, which provides conditions under which capital structure does not affect the total value of a firm or its cost of capital. As we will see, these conditions are very strong and likely to be violated in most real world situations. Instead, the strength of this theorem lies in showing when capital structure should matter by examining what happens when the MM assumptions do not hold. This discussion will lead us to a framework for coming up with an optimal capital structure (and payout policy) that trades off the costs and benefits of debt versus equity financing.

The second part of the course will cover valuation and focus on the interaction between valuation and capital structure outside of an MM world. We will study different valuation techniques such as Adjusted Present value (APV) and Weighted Average Cost of Capital (WACC). In addition, we will take valuation to an international context.

The third part of the course will be dedicated to a special topic, corporate governance and corporate social responsibility. The focus will be on the effectiveness of different governance mechanisms such as

boards of directors, takeovers and CEO compensation. We will also contrast different understandings of the concept of corporate social responsibility (CSR) and clarify the impact of CSR on a firm's cost of capital.

Onderwijsvorm

Lectures and Tutorials.

Toetsvorm

Case study reports (there will be no retake opportunity).
Written Final Exam.

Literatuur

The main textbook for the course is: Berk, Jonathan and Peter DeMarzo, Corporate Finance, either 2nd or 3rd edition, Pearson.
Case study materials will be announced during the course period.

Aanbevolen voorkennis

Students are expected to be familiar with basic concepts of capital budgeting (e.g. discounting, NPV) and investments (e.g. CAPM).

Overige informatie

Completing this course (or alternatively a corporate finance course in the other BSc tracks) is a prerequisite for both Master programs offered by the finance department, the MSc Finance and the MSc Financial Management.

Corporate Finance in Emerging Economies

Vakcode	E_IBA2_CFEE ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. T. Artiga Gonzalez
Examinator	dr. T. Artiga Gonzalez
Docent(en)	dr. T. Artiga Gonzalez
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

Corporate finance is the discipline that studies investment and financing decisions taken by firms. The goal of this course is to develop a framework that provides guidance for these decisions. This requires not only a fundamental understanding of most common corporate finance theories but also a sensible selection of applications for them (Academic Skills, Knowledge).

The ultimate decision criterion is based on value creation, which we aim to quantify in various valuation models. (Quantitative Skills).

Practical applications for the knowledge are widespread and not only of interest to managers, but part of a toolkit required by everyone who is dealing with financial markets on a professional level. (Bridging Theory and Practice). Even students specializing in other disciplines of business and economics should take this elective into consideration as it complements your core curriculum by offering an extensive overview of

corporate behavior as a key player in market economies (Broadening your Horizon).

Inhoud vak

The course Corporate Finance in Emerging Economies provides a discussion of most important financing decisions taken by firms. Throughout the course, we will put a particular emphasis on highlighting differences between developed and emerging economies. We will discuss capital structure decisions, payout policies, corporate valuation models, markets for corporate securities, and corporate governance. In particular the latter topics allow broad international comparisons due to historical, cultural, and regulatory differences across countries.

After successfully attending this course, students should be able to:

- Discuss differences between equity and debt financing
- Critically assess assumptions and outcomes of most common valuation models
- Highlight international differences in markets for financial securities and corporate governance

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
Case assignments – Group assessment

Literatuur

J. Berk and P. DeMarzo, Corporate Finance, Pearson, 3rd Global Edition

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

2.2 Finance

Overige informatie

Completing this course (or alternatively a corporate finance course in the other BSc tracks) is a prerequisite for the MSc Finance, and recommended for the MSc Business Administration - specialization Financial Management.

Corporate Financial Management

Vakcode	E_BK3_CFM (61342390)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. A.B. Dorsman
Examinator	prof. dr. A.B. Dorsman
Docent(en)	prof. dr. A.B. Dorsman
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

This course expands on financial topics covered in the first and second year. The emphasis in this course is on the Optimal Capital Structure of a corporation. The aim is to prepare students for a (possible) career as (assistant) Financial Manager in Industry or in the FBI sector: Finance, Banking (commercial and investment) and Insurance, incl. pension funds, investments funds, stock markets, Euronext, DNB, ECB, AFM, Ministry of Finance etc.

Inhoud vak

The following topics, issues and concepts will be dealt with:

- Capital structure in perfect Markets
- Leverage and Debt
- Optimal Capital Structure with Taxes and Financial Distress
- Payout Policy, Dividends and Share Repurchases
- Capital budgeting and Valuation
- Financial Modeling
- Corporate Governance

Onderwijsvorm

Lecture. Students have to complete before each lecture quizzes (tests) on MyFinancLab.

Toetsvorm

written interim examination (80% 5, 0 min.) cases / tutorials (20% of final grade based on average of scores of tests and quizzes on MyFinanceLab.

Literatuur

J. Berk en P. DeMarzo, Corporate Finance, Pearson, 3de Global Edition, 2013, ISBN 9781783990320

Vereiste voorkennis

This course is for Business Administration students and/or Pre- Master BK students specializing in Financial Management. Students must be familiar with Corporate Finance / Financial Management as covered in the 1st and 2nd year.

Overige informatie

ONLY FOR PREMASTER STUDENTS:

For this course you do not need to subscribe. You will be subscribed by the department.

Cross Cultural Marketing

Vakcode	E_IBA1_CCM ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. I.J.C. Leijen
Examinator	drs. I.J.C. Leijen
Docent(en)	drs. I.J.C. Leijen, dr. J. Eelen, L. Jia MPhil, M.H. van Dijk MSc, A.M. Kranzbuhler MSc

Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

We will teach you to examine problems from different perspectives, recognizing and understanding the fundamentals of cross-cultural marketing, and to apply that knowledge to various situations (Academic Skills; Knowledge). More specifically, applications will focus on working with data on cross-cultural values (Quantitative Skills) and applying knowledge in a specific business case (Bridging Theory and Practice). The case work focusses on working in teams, creating a joint project effort n (Social Skills) and in which both team and individual effort is evaluated and reflecting upon (Self-awareness).

Inhoud vak

This course offers you a fundamental knowledge of the marketing field, while at the same time creating an intercultural sensitivity. Although the consequences of cultural differences are obvious, they are not simple to analyze, describe or categorize. We start again from a people perspective, building on your understanding of cultural differences and intercultural interactions and move from there to connecting this knowledge to international marketing. You will gain a basic knowledge and understanding of marketing strategy and tactics and what you as a marketer need to be sensitive to when practicing marketing across cultures.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
(Interim) Assignments – Group assessment
Mandatory attendance tutorials

Literatuur

Book: To be announced

Additional (required) materials will be announced via Blackboard.

Vereiste voorkennis

None

Aanbevolen voorkennis

1.1 People in Business and Society
1.1 Business Mathematics
1.4 Business Statistics

Current Issues in Psychopathology

Vakcode	OH_CIP ()
Periode	Semester 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Gedrags- en Bewegingswetensch.

Docent(en)	prof. dr. A.C. Krabbendam
Lesmethode(n)	Hoorcollege
Niveau	300

Current Research in Business: Researching Creative Industry

Vakcode	E_HP2_CRB ()
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. S.N. Khapova
Examinator	prof. dr. S.N. Khapova
Lesmethode(n)	Hoorcollege

Development Economics

Vakcode	E_EBE3_DEVEC (60332050)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. W. Janssens
Examinator	dr. W. Janssens
Docent(en)	dr. W. Janssens, prof. dr. M.P. Pradhan
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

The course introduces students to current economic research on development issues. The course is aimed both at students who have a general interest in developing countries and those who expect to deal with developing countries in their future career. At the end of the course students should be able to:

- To critically understand, explain and discuss the microeconomics of rural markets for credit, insurance, labor and land, as well as the microeconomic foundations of fertility decisions, rural-urban migration and international migration;
- To analyze these issues using both equations and graphs at the level indicated by the required reading list
- To answer questions and calculate equilibrium outcomes in these markets at the level indicated by the homework assignments
- To discuss the contents, theoretical framework, empirical methods and the results of the papers in the required readings

Inhoud vak

Lectures are on important topics in economic development: income growth, poverty, population dynamics, imperfect markets for land, labor, credit and insurance, child labor, foreign aid, and conflicts. The emphasis throughout the course is on the microeconomic analysis of decisions by households, policy makers, village leaders and other such agents. A

central theme of the course is the relationship between poverty and development. How do poverty and inequality affect the functioning of rural markets and what are the effects on long-term growth? How do market failures such as information asymmetries determine outcomes in credit markets and what is the role of microfinance? What are major determinants of household decisions on fertility and child labour? What is the relation between foreign aid and economic development? The lectures provide students with both a critical understanding of the theory as well as an empirical knowledge regarding these issues. A special feature of this course is the Africulture simulation game in which students experience microeconomic decision-making as a member of an African rural household: participants have to devise the best allocation strategy (which crops? migrate to the city? how large should the family be?) in a risky environment with various types of shocks (drought, illness). Good thinking allows the family to prosper.

Onderwijsvorm

Lectures, tutorials and one day Africulture simulation game

Toetsvorm

Written examination and homework assignments

Literatuur

Textbook: Debraj Ray, Development Economics, Princeton University Press, 1998.

Additional papers (preliminary):

- 1) Alatas, V., A. Banerjee, R. Hanna, B. Olken, and J. Tobias, (2012) "Targeting the Poor: Evidence from a Field Experiment in Indonesia", *American Economic Review*, 102.
- 2) Collier P. and D. Dollar (2002). "Aid allocation and poverty reduction." *European Economic Review* 46(8), 1475-1500.
- 3) Easterly, W. (2003). "Can Foreign Aid Buy Growth?" *The Journal of Economic Perspectives* 17(3): 23-48.
- 4) Svensson J. (2005), "Eight questions about corruption." *Journal of Economic Perspectives*, 19 (3), 19-42.
- 5) Reinikka, R. and J. Svensson (2005), "Fighting Corruption to Improve Schooling: Evidence from a Newspaper Campaign in Uganda" *Journal of the European Economic Association*, 3(2-3), 259-267.
- 6) Karlan, D. and J. Zinman (2009), "Observing Unobservables: Identifying Information Asymmetries With a Consumer Credit Field Experiment" *Econometrica*, 77: 1993–2008
- 7) Armendariz and Morduch (2010), *Microfinance*, chapter 4
- 8) Banerjee A. and E. Duflo (2010), "Giving credit where it is due", *Journal of Economic Perspectives* 24(3), 61-80
- 9) Rosenberg (2010), "Does microcredit really help poor people?" CGAP focus note No.59.
- 10) Dercon, S. (2002), "Income Risk, Coping Strategies, and Safety Nets", *World Bank Research Observer*, 17(2), 141-166.
- 11) Yang (2011) "Migrant Remittances", *Journal of Economic Perspectives* 25(3), 129-152
- 12) Gibson and McKenzie (2011), "Eight Questions about Brain Drain" *Journal of Economic Perspectives* 25(3), 107-128.

Aanbevolen voorkennis

The participants are expected to have some basic familiarity with the subject of development economics. They must have a basic background in microeconomics at the 1st year level (and preferably at the 2nd year Bachelors level).

Overige informatie

For information contact Mrs. T. Heemskerk, g.e.heemskerk@vu.nl, tel.: 020- 598 6140. See also our website <http://www.feweb.vu.nl/economics>

Digital Innovation and Virtual Organizing in a Global Setting

Vakcode	E_IBA2_DIVO ()
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A. Sergeeva
Examinator	dr. A. Sergeeva
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

This course focuses on three specific objectives:

Knowledge:

- Understanding the new business environment and workplace practices enabled by digital technologies (Internet, mobile technologies, virtual worlds).
- Understanding how working, coordinating, and managing in this new business environment is different from traditional workplace.
- Experiencing management and communication situations common due to the pervasive applications of digital innovation and virtual environments in a global setting.

Academic Skills:

- Being able to analyze the specific requirements of active, successful collaborations and organizing in international environment based on the opportunities that digital technologies offer.

Broadening your Horizon:

- Experience the broad range of new organizing and working practices in global business environment by being introduced to the real-life challenges of digital organizing in a global environment and experience practices that can help them cope with these challenges.

Inhoud vak

The courses in this semester centre around the international context of the international business environment. Period 4 specifically introduces you to the environment of developed economies and what this means for different disciplines, in this case technology. Work is increasingly being done virtual and communication extends more and more to social media, which calls for using expertise developed outside the formal boundaries, for example in networks and 'crowds'. Also, the introduction of robots and so called 'smart offices' radically change traditional work practices. The possible consequences of these new digital and virtual technology on how we collaborate and coordinate our work are often predicted but not yet fully and academically understood. In this course, you will learn about the latest insights of new technologies, its consequences of virtual organizing and how internationally operating organizations, ranging from small start-ups to multinationals use digital tools and practices to easily coordinate and collaborate

independent from physical boundaries. Guest speakers will introduce you to their world of working internationally by means of the latest technologies. You will also gain hands-on experience with working in international student teams.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
Assignment – Group assessment
Mandatory attendance tutorials

Literatuur

Required readings consist of articles and will be announced via Blackboard (together with other required materials)

Aanbevolen voorkennis

2.1 Business Information Systems

E-Business 3.4

Vakcode	E_BK3_EBUSI (61331070)
Periode	Periode 4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. T. Verhagen
Examinator	dr. T. Verhagen
Docent(en)	dr. M.H. Rezazade Mehrizi
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

Het doel van het college is om basiskennis bij te brengen op het gebied van E-business. E-business wordt beschouwd vanuit een bedrijfskundig perspectief. Aan de orde komt wat E-business is, wat de belangrijkste E-business vormen zijn, en welke aspecten een rol spelen bij het laten slagen van E-business activiteiten. Ook wordt er ruim aandacht besteed aan de koppeling tussen theorie en praktijk. Hoewel de primaire focus van deze cursus business-to-consumer zal zijn, komen ook belangrijke business-to-business aspecten aan de orde.

Inhoud vak

In de colleges zullen onder andere de navolgende thema's en onderwerpen vanuit diverse vakgebieden - bedrijfseconomie, informatiekunde, marketing - worden uitgediept:

- Online retailing
- Online consumer behavior
- B2B e-business
- E-government
- Mobile commerce
- Website optimalisatie

- E-learning & organizational learning
- Social commerce
- Online communities
- Privacy/security
- E-business modellen
- E-business startups
- Online research

In de collegeserie zal naast de theorie ook ruimte zijn voor gastsprekers die de E-business praktijk toelichten.

Onderwijsvorm

Hoorcolleges

Toetsvorm

Schriftelijk tentamen

Literatuur

Laudon, K. & Traver, C. "E-commerce 2014", Pearson Education, Global Edition, 10/e, 912 pages, ISBN10: 1292009098 ISBN13: 9781292009094

Overige informatie

ALLEEN VOOR PREMASTERSTUDENTEN:

Voor dit vak hoeft u niet zelf in te tekenen. Je wordt door de faculteit ingetekend op het vak en de onderliggende activiteiten.

E-Business and IT-Industry

Vakcode	E_BK3_EBITI (61322390)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. ir. J.W.M. Gerrits
Examinator	prof. dr. ir. J.W.M. Gerrits
Docent(en)	prof. dr. ir. J.W.M. Gerrits
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

Objectives of this course

After this course, students should:

- know the structure of the industry and its main players;
- know the theories and models to analyse the industry;
- understand business models of companies in the industry;
- be able to analyse competitive and collaborative behaviour using these theories and models;
- know major trends that are changing and shaping the industry.

Inhoud vak

Session 1: Defining the Industry

The industry contains a large diversity of companies, from hardware manufacturers to marketing agencies. In this session we develop an overview of the industry containing the companies and the linkages

between the companies.

Session 2: Understanding the economics of the industry

In this session we take a look at the economic principles governing the industry. Understanding the economics enables us to understand the behaviour of firms.

Session 3: Value creation and value networks

In this session we look at the industry level to discuss how value is created in the industry and how companies collaborate in value networks to create the value.

Session 4: Business Models

In this session we look at business models of companies in the industry. Business models describe how a company operates.

Session 5: Trends

In this session we look at trends and developments that have a large impact on the industry. Depending on current developments, we might change literature.

Project

In the project every team chooses a topic that they are interested in to study in depth. Throughout the weeks, the theory and models are applied to the topic.

Every week progress is presented and discussed.

The project results in a final report of around 20 pages.

Onderwijsvorm

In the morning session theory will be introduced and discussed.

In the afternoon session we will present and discuss project work. In the project, teams of 4 students analyse a phenomenon in the industry by using the theories and models that are introduced in the course.

Toetsvorm

- written interim examination, 60 percent

- project paper, 40 percent

Literatuur

- Holzer, A., Ondrus, J., Mobile application market: A developer's perspective (2011), *Telematics and Informatics*, volume 28, Issue 1, February, doi:10.1016/j.tele.2010.05.006

- Maitland, C. F., Bauer, J. M., Westerveld, R. The European market for mobile data: evolving value chains and industry structures, *Telecommunications Policy* 26 (2002) 485-504 doi:10.1016/S0308-5961(02)00028-9

- Barnes, S. J., The mobile commerce value chain: analysis and future developments, *International Journal of Information Management*, Volume 22, Issue 2, April 2002, 91-108, doi:10.1016/S0268-4012(01)00047-0

- Sabat, H.K., The evolving mobile wireless value chain and market structure, *Telecommunications Policy*, Volume 26, Issues 9-10, October-November 2002, 505-535, doi:10.1016/S0308-5961(02)00029-0

- Economides, N. (1996). The economics of networks. *International journal of industrial organization*, 14(6), 673-699. Elsevier. doi:10.1016/0167-7187(96)01015-6

- *Economics of Information Technology*, Hal R. Varian, March 2003, <http://www.sims.berkeley.edu/~hal/Papers/mattioli/mattioli.pdf>

- Enders, A., Hungenberg, H., Denker, H., & S. (2008). The long tail of social networking. *Revenue models of social networking sites*.

- European Management Journal, 26(3), 199-211.
doi:10.1016/j.emj.2008.02.002
- Brousseau, E., & Penard, T. (2007). The Economics of Digital Business Models: A Framework for Analyzing the Economics of Platforms. Review of Network Economics, 6(2), 81-114. <http://ssrn.com/abstract=1086370>
- Amit, R., & Zott, C. (2001). Value creation in E-business. Strategic management journal, 22, 493– 520. Wiley Online Library. doi:10.1002/smj.187
- Peppard, J., & Rylander, M. A. (2006). From Value Chain to Value Network: Insights for Mobile Operators. European Management Journal, 24 (2-3), 128-141. doi:10.1016/j.emj.2006.03.003
- Águila-Obra, A.R. del, Padilla-Meléndez, A., Serarols-Tarrés, C., Value creation and new intermediaries on Internet. An exploratory analysis of the online news industry and the web content aggregators, International Journal of Information Management, Volume 27, Issue 3, June 2007, 187-199 doi:10.1016/j.ijinfomgt.2006.12.003
- Fjeldstad, Ø. D., & Ketels, C. H. M. (2006). Competitive Advantage and the Value Network Configuration. Long Range Planning, 39, 109-131. doi:10.1016/j.lrp.2006.05.001
- Shafer, S., Smith, H., & Linder, J. (2005). The power of business models. Business Horizons, 48(3), 199-207. doi:10.1016/j.bushor.2004.10.014
- Casadesus-Masanell, R., & Ricart, J. E. (2010). From Strategy to Business Models and onto Tactics. Long Range Planning, 43(2-3), 195-215. doi:10.1016/j.lrp.2010.01.004
- Teece, D. J. (2010). Business Models , Business Strategy and Innovation. Long Range Planning, 43, 172-194. doi:10.1016/j.lrp.2009.07.003
- Osterwalder, A., (2010), Business model canvas, http://en.wikipedia.org/wiki/Business_Model_Canvas
- Bughin, Jacques (2010), "The rise of enterprise 2.0.", Journal of Direct, Data and Digital Marketing Practice 9, no. 3 (2008): 251-259. doi:10.1057/palgrave.dddmp.4350100
- Kim, W., Jeong, O.-ran, & Lee, S.-won (2008), On Social Web sites. Information Systems, 35, 215-236. doi:10.1016/j.is.2009.08.003
- Dubey, A., and D. Wagle (2007), "Delivering software as a service.", The McKinsey Quarterly, no. May , http://saascatalog.com/sites/default/files/McKinsey_Study_on_SaaS.pdf
- Marston, S., Li, Z., Bandyopadhyay, S., Zhang, J., Ghalsasi, A. (2011), Cloud computing — The business perspective, Decision Support Systems, Volume 51, Issue 1, April 2011, 176-189,doi:10.1016/j.dss.2010.12.006.

Economics for the Global Era

Vakcode	E_IBA1_EGA ()
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. P.A. Gautier
Examinator	prof. dr. P.A. Gautier
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

This course will introduce you to the fundamentals and basic tools of economic analysis. It will teach you the perspective of the economist: viewing reality as the result of choices and the trade-offs that these choices reflect (Academic Skills; Knowledge).

In terms of Knowledge you will learn the basic theories and models of micro- and macroeconomics. You will also learn the basic analytical tools used in the analysis of economic data (Quantitative Skills).

Finally, the course will introduce you to the most important institutions of the global economy.

The course will also show you how the tools and theories can be applied to real life examples taken from the world economy. (Bridging Theory and Practice).

Inhoud vak

What are the economic fundamentals underlying the modern world economy? How is the world economy organized? During this subject you are invited to look at the world with the eye of the economist: seeing the world as the outcome of many possible alternative outcomes, recognizing the pervasiveness of choice at every level from micro to macro. In problem sets you will further develop your skills in using mathematical and graphical tools by applying them to stylized and real-world situations. Cases are an important part of the course, for illustrating economic principles but also to challenge you to use your newly acquired knowledge for better understanding.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
Assignments – Group assessment
Mandatory attendance tutorials

Literatuur

To be announced

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

1.1 Business Mathematics
High-school economics
Basic computer skills

Economics of Globalization: A Transaction Cost Perspective

Vakcode	E_HP1_EGTC (986136)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. H.L.F. de Groot
Examinator	prof. dr. H.L.F. de Groot

Docent(en)	prof. dr. H.L.F. de Groot
Lesmethode(n)	Hoorcollege
Niveau	300

Economie van het onroerend goed

Vakcode	E_EBE3_EOG (60341050)
Periode	Periode 5
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. J. Rouwendal
Examinator	prof. dr. J. Rouwendal
Docent(en)	prof. dr. J. Rouwendal
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

Economie van het onroerend goed geeft een inleiding tot de economische literatuur over de markten voor woningen, kantoren, winkels, bedrijfsterreinen, etc. en tot de methoden die worden gebruikt om die markten te analyseren.

Inhoud vak

Onroerend goed is een belangrijk onderdeel van de economie. Grote investeringen hebben vrijwel altijd deels betrekking op onroerend goed: grond en de gebouwen die daarop worden gerealiseerd. Woningen, kantoren en bedrijfshallen hebben bovendien een lange levensduur en zetten daardoor een stempel op de ruimtelijke inrichting. Het duurzame karakter van onroerend goed heeft consequenties voor de marktwerking: er moet onderscheid worden gemaakt tussen bezit en gebruik. Bovendien zullen verwachtingen over de toekomstige ontwikkeling van waarde en huur invloed hebben op de markttuitkomsten. Daarbij komt nog dat de overheid, onder meer via ruimtelijke ordening en huurbeheersing, een belangrijke invloed uitoefent op de marktwerking. Al deze aspecten komen aan bod in dit vak en worden geïllustreerd aan de hand van actuele voorbeelden.

Onderwerpen die aan bod komen zijn: deelmarkten (woningen, kantoren, bedrijfsgebouwen en grond), actoren op de onroerend goed markt (gebruikers/bewoners, bouwondernemingen, projectontwikkelaars, beleggers), prijsvorming, overheidsbeleid, speculatie, huren of kopen, korte versus lange termijn, kosten- batenanalyse.

Onderwijsvorm

Hoorcollege, waaronder een aantal gastcolleges die verzorgd worden door mensen uit de praktijk.

Toetsvorm

Schriftelijk tentamen met open vragen

Literatuur

Wordt nog bekend gemaakt.

Overige informatie

Het vak heeft relaties met diverse andere keuzevakken uit het derde jaar, waaronder Urban Economics en Environmental Economics and Management. Het bevat een aantal aantrekkelijke toepassingen voor studenten uit de algemene en bedrijfseconomische afstudeerrichtingen.

Economische en sociale geschiedenis

Vakcode	E_EBE3_ESG (60321060)
Periode	Periode 2
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. C.A. Davids
Examinator	prof. dr. C.A. Davids
Docent(en)	dr. T.L.M. Kint, prof. dr. C.A. Davids
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

Het bijbrengen en verdiepen van inzicht in de ontwikkeling van hedendaagse economische en sociale structuren in de wereld en daarnaast vergroting van de economische en sociaal- historische kennis.

Inhoud vak

Ondanks een grote verscheidenheid op bijna alle gebieden van maatschappelijk leven kan de wereld van vandaag gezien worden als een 'global village'. Zij is het resultaat van velerlei integratieprocessen, die vooral sinds de 19de eeuw op gang zijn gekomen, op verschillende manieren onderling verweven zijn en gekenmerkt worden door een eigen dynamiek. Op dit college bespreken mondiale ontwikkelingen van na 1850, die tot toenemende integratie hebben bijgedragen (zoals internationale handel, internationale migratie en internationale kapitaalstromen) en de factoren en omstandigheden die deze ontwikkelingen hebben mogelijk gemaakt. Daarnaast bekijken we hoe mensen in verschillende samenlevingen op deze veranderingen hebben gereageerd en op welke manieren ze geprobeerd hebben er invloed op uit te oefenen.

Onderwijsvorm

Hoorcollege.

Toetsvorm

Mondeling tentamen.

Literatuur

- C.M. Cipolla, Before the Industrial Revolution, European Society and Economy. 3rd edition. London / New York: W.W. Norton & Co., 1994.
- Daron Acemoglu en James Robinson, Why Nations Fail. The Origins of Power, Politics and Poverty. New York 2012 (paperback) dan wel de vertaling: Waarom sommige landen rijk zijn en andere arm. Nieuw Amsterdam Uitgevers, 2012 (een aantal hoofdstukken in overleg met de docent vast te stellen).

Overige informatie

- Tijdens de colleges wordt veel aandacht besteed aan het stellen en beantwoorden van vragen, aan discussie en aan het trekken van historische parallellen.
- De cursus wordt gedoceerd in het Nederlands.

Empirics of Productivity Growth

Vakcode	E_HP2_EPG (986131)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Environmental Economics and Management

Vakcode	E_EBE3_EEM (60332100)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. G.C. van der Meijden
Examinator	dr. G.C. van der Meijden
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

Environmental Economics and Management deals with the relationship between natural resources, environmental quality, sustainable development and environmental policy. Attention is given to economic as well as business and managerial aspects of environmental processes and problems.

Inhoud vak

Environmental Economics and Management studies environmental problems from an economic and managerial perspective. In particular it focuses on the structural relationship between the environment, nature, and the economic system. The environment constitutes the material basis of economic development, and thereby functions as a fundamental source of welfare. This function is jeopardized by pollution and overexploitation of renewable and non-renewable natural resources. Environmental policy aims at controlling these processes. The objective of the course is to offer a balanced combination of theories, real world examples and appropriate methodology at different levels, ranging from the firm level to the world scale.

The following subjects will be treated.

- economic growth, sustainable development and the environment;
- the theory of externalities and policy instruments;
- national and international environmental policy in practice;
- natural resource economics;
- theory and applications of environmental valuation;
- cost-benefit analysis of environmental changes and projects;

- economic approaches to international environmental problem, including acid rain and the greenhouse effect (climate change);
- environmental management, including strategy, marketing, organisation, information systems, technology, environmental reporting and waste management.

Onderwijsvorm

Lecture

- Classes 24 hours
- 18 hours lectures, 6 hours presentations by students (conditional on number of participants).
- Students have to select one article from a list of journal and give a 10 minutes presentation. Moreover, they write a summary of the article.

Literatuur

- Reader based on Kahn, J.R. (2005), *The Economic Approach to Environmental and Natural Resources*. 3rd edition. Texas, USA: The Dryden Press, Forth Worth.

- Articles from journals:

Coase, R.H. (1960). "The Problem of Social Cost" *Journal of Law and Economics* Vol. 3, (Oct., 1960), pp. 1-44.

Gérard Gaudet, 2007. "Natural resource economics under the rule of Hotelling," *Canadian Journal of Economics*, Canadian Economics Association, vol. 40(4), pages 1033-1059, November.

Lawrence H. Goulder, 1998. "Environmental Policy Making in a Second-Best Setting," *Journal of Applied Economics*, Universidad del CEMA, vol. 0, pages 279-328, November.

Arik Levinson & M. Scott Taylor, 2008. "Unmasking The Pollution Haven Effect," *International Economic Review*, Department of Economics, University of Pennsylvania and Osaka University Institute of Social and Economic Research Association, vol. 49(1), pages 223-254, 02.

Stern, David, (2004), *The Rise and Fall of the Environmental Kuznets Curve*, *World Development*, 32, issue 8, p. 1419-1439,

<http://EconPapers.repec.org/RePEc:eee:wdevel:v:32:y:2004:i:8:p:1419-1439>

Martin L. Weitzman, 2012. "GHG Targets as Insurance Against Catastrophic Climate Damages," *Journal of Public Economic Theory*, Association for Public Economic Theory, vol. 14(2), pages 221-244, 03.

- Powerpoint slides with lectures will be made downloadable through Blackboard.

Overige informatie

The course contains attractive applications of theories and methods taught in earlier general and business economics courses (microeconomics, growth theory, international economics, accounting, marketing, organisation and management).

The course is also suited for Aarde & Economie students and exchange students. Some overlap exists with Ruimtelijke Economie 1. 4. Those who already did that course don't have to attend all classes and don't have to answer the exam questions on that part. Instead a special arrangement will be made for them.

Finance

Vakcode	E_IBA2_FIN ()
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.B.J. Schauten
Examinator	dr. M.B.J. Schauten
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

In this course we build the foundation for the study of corporate finance and investments. The focus is on financial decision-making in theory and practice (Bridging Theory and Practice). Our coverage of core finance topics includes: i) capital budgeting, ii) asset pricing, and iii) financial investment (Knowledge). Students will learn how to analyse a problem in financial economics and how to leave out irrelevant information (Academic Skills). At the end of the course you are able to select the correct method and/or technique for solving a specific problem in financial economics (Quantitative Skills). By using your knowledge on capital and financial investments, you will be able to further understand and gain insights into current developments in financial economics (Broadening your Horizon).

Inhoud vak

The performance of a corporation depends on how well managers succeed in creating shareholder value. We show you how to use tools that are offered by financial theory and help you just doing that: creating value.

In this course we discuss three main issues in finance: capital budgeting, asset pricing and financial investments. The capital budgeting decision involves how firms select projects that create value. The theoretically optimal decision rule—the net present value method—is discussed, also in relation to other selection criteria that are applied in practice. The asset pricing part concerns the way financial assets are priced by the market. The focus is on the pricing of shares issued by firms and bonds issued by firms and governments. Questions raised are: How are the term structure of interest rates and promised coupon payments related to bond prices? What is the influence of the expected stream of dividends and the level of market risk of firm's projects on the price of shares? The financial investment decision is approached from a portfolio perspective and ends with a discussion of the Capital Asset Pricing Model (CAPM).

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
(Interim) tests – Individual assessment
Mandatory attendance tutorials

Literatuur

Required reading:

1) J. Berk en P. DeMarzo, Corporate Finance, Pearson, 3de Global

Edition, 2013, ISBN 9781783990320, Chapters 1-12 and 28. This customized version is available only through the VU bookstore and allows you to use MyFinanceLab for 4 years.

2) (This book is also mandatory in the elective Corporate Finance in Emerging Economies - period 2.5). Finance I, Text- and Exercise book, 2015, first edition, Chapter 1-9, 11-15. This book is available through Aureus.

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

1.1 Business Mathematics or equivalent

Finance, Banking and Insurance

Vakcode	E_BK3_FBI (61322410)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. G. Tumer Alkan
Examinator	dr. G. Tumer Alkan
Docent(en)	dr. G. Tumer Alkan
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

The course is intended to provide an introduction to the fundamentals of financial markets, principles of the financial theory, traditional and modern financial assets, financial intermediaries and the ways of their functioning in the modern financial markets.

The course objectives are:

- understand how financial instruments are valued;
- analyze how and why specific policies are pursued by central banks;
- explain the need for financial intermediaries and analyze general principles of bank management and the need for regulation.

Inhoud vak

During the course, we will mainly discuss the structure of financial markets, valuation of financial assets and fundamental principles of portfolio theory, review some major banking studies, overview the regulation of banking systems and understand basic risk management techniques.

Topics:

- interest rates;
- financial Markets;
- Portfolio Theory;
- structure of Central banks;
- role of financial Intermediaries;
- Banking Regulation and Management.

Onderwijsvorm

Lecture.

Toetsvorm

Written interim examination plus assignments.

Literatuur

Frederic S. Mishkin & Stanley G. Eakins, Financial Markets and Institutions. 7th edition (Pearson International edition) and selected articles.

Overige informatie

The course is taught in English.

Financial Accounting

Vakcode	E_EBE3_FAC (60311080)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. D.R. Boterenbrood RA
Examinator	drs. D.R. Boterenbrood RA
Docent(en)	J.J. van Zutphen RA
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

Na afloop van deze cursus wordt van de studenten verwacht dat zij kritisch een jaarrekening kunnen lezen. Om een jaarrekening kritisch te kunnen lezen zijn de volgende leerdoelen geformuleerd.

De student:

- 1) heeft inzicht in het institutionele kader en de invloed van het institutionele kader op de jaarrekening;
- 2) kan de hoofdlijnen van de verslaggeving weergeven;
- 3) kan aangeven wie de belanghebbenden van de jaarrekening zijn, wat hun belangen zijn en welk effect deze belangen hebben op de jaarrekening;
- 4) kent de waarderingsgrondslagen van de belangrijkste posten in de jaarrekening en kan deze toepassen op een casus;
- 5) kan aangeven hoe de leiding invloed heeft op het jaarrekening, bijvoorbeeld door gebruik te maken van de keuzevrijheid in de waarderingsgrondslagen. Daarnaast kan de student aangeven in welke situaties het management mogelijk gebruik maakt van de vrijheid in de waarderingsgrondslagen.

Inhoud vak

Belangrijke onderwerpen tijdens deze cursus zullen zijn:

1. wat is het doel van financiële verslaggeving?;
2. hoe ziet het institutioneel kader van de externe verslaggeving er op hoofdlijnen uit?;
3. de regelgeving (RJ en IFRS), waarbij het het 'conceptual framework' van de International Accounting Standards Board (IASB) een belangrijke plaats inneemt;
4. diverse balans- en resultaatrekeningposten alsmede het kasstroomoverzicht worden besproken;

5. verder komen ook specifieke onderwerpen aan bod (o. a. immateriële vaste activa en impairment, belastingen, vreemde valuta en financiële instrumenten, de geconsolideerde jaarrekening en de verwerking van fusies, overnames en deelnemingen);
6. leren een mening te vormen over verslaggeving.

Voor een meer gedetailleerde toelichting zie Blackbord.

Onderwijsvorm

Hoorcollege, Werkgroepen.

Toetsvorm

Schriftelijk examen.

Literatuur

- Hoogendoorn, Vergoossen: Externe verslaggeving, 8e druk. (ISBN 9789001809577).
- Brouwer, Van Offeren, Van der Veer: Externe verslaggeving, opgaven 2e druk. (ISBN 9789001809560).
- Aanvullend op het boek zullen artikelen deel uit maken van de examenstof. Deze literatuur zal via blackbord bekend worden gemaakt.

Vereiste voorkennis

Geen.

Aanbevolen voorkennis

Na het volgen van dit vak beschikt de student over de kennis en vaardigheden om zich een gefundeerd oordeel te vormen over de jaarrekening. Dit vak bouwt voort op de basiskennis uit het vak Financial Accounting and bookkeeping (FAB). Van de student wordt niet verwacht dat zij nog alle boekhoudkennis van het vak FAB nog paraat hebben. Wel wordt van de studenten verwacht dat zij de hoofdlijnen van het boekhouden nog paraat hebben. Hierbij kan gedacht worden aan zaken zoals: wat is het effect van het activeren van kosten (ten opzicht van het direct ten laste van het resultaat brengen) op het resultaat en vermogen. Studenten die meer boekhoudkundige kennis willen hebben wordt verwezen naar het vak boekhouden 3.5.

Overige informatie

Dit vak behoort tot de ingangseisen van de master Accounting & Control.

Financial Statement Analysis

Vakcode	E_EBE3_FSA (60311090)
Periode	Periode 5
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. E. de With
Examinator	drs. E. de With
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

Dit vak bouwt voort op de kennis van het vak Financial Accounting 3.1. Het doel van het keuzevak Financial Statement Analysis is het verwerven van kennis en inzicht om jaarrekeningen van ondernemingen te analyseren. Centraal staat een veel gebruikt analysemodel; dit model bestaat uit vier stappen.

Inhoud vak

Het vak Financial Statement Analysis (FSA) houdt zich bezig met het analyseren van financiële informatie van ondernemingen, met name informatie uit het directieverslag en de jaarrekening. Na een korte inleiding wordt aandacht besteed aan het standard setting proces. Vervolgens worden de belangrijkste elementen van de jaarrekening (balans, resultatenrekening en kasstroomoverzicht) behandeld. Daarna wordt begonnen aan de daadwerkelijke (financiële) analyse op basis van de jaarrekening. Centraal staat een veel gebruikt analysemodel. Dit model bestaat uit vier stappen: Strategy Analysis, Accounting Analysis, Financial Analysis en Prospective Analysis. Aan het einde van de collegecycle wordt ingegaan op twee toepassingen: kredietwaardigheidsonderzoek en waardering van acquisities.

Onderwijsvorm

Hoorcolleges + Casecolleges

Toetsvorm

Schriftelijk tentamen. Het eindcijfer wordt bepaald op basis van het resultaat van het tentamen (80%) en de cases (20%).

Literatuur

Palepu, Krishna G., Paul M. Healey & Erik Peek, Business Analysis and Valuation: IFRS Edition, Text and Cases. Third Edition. Cengage Learning, 2013

Vereiste voorkennis

Financial Accounting 3.1. Gezien de doelstellingen van het vak FSA is een vrij grondige kennis en inzicht nodig op het vakgebied Financial Accounting. U wordt alleen tot het vak FSA toegelaten als u tenminste een 5 heeft behaald voor het vak FA 3.1.

Aanbevolen voorkennis

Financial Accounting 3.1

Overige informatie

De case-colleges (activerende werkvormen) houden in dat gedurende vier colleges cases worden behandeld. Door het vooraf voldoende uitwerken van deze cases kunnen casepunten worden behaald. De cases zijn ontleend aan de jaarrekeningen van toonaangevende Amerikaanse en Nederlandse beursfondsen, zoals Microsoft, Mc Donald's, Hewlett-Packard, Wal-Mart, Dell Computer, Procter & Gamble, Home Depot, UPS, Air France-KLM, Heineken, Philips, Shell en Akzo Nobel. Dit vak behoort tot de ingangseisen van de Master Accounting & Control en is ook een toelatingseis voor de postgraduate opleidingen tot Registeraccountant en Registercontroller.

Global Supply Chain Management

Vakcode	E_IBA1_GSCM ()
Periode	Periode 4

Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. Y. Ghiami
Examinator	dr. Y. Ghiami
Docent(en)	dr. Y. Ghiami
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

The course of Global Supply Chain Management aims at preparing students in implementing, coordinating and managing Supply Chains in global contexts (Knowledge). Its setup comprises issues relating to the development of supplier relationships, operations improvement, procurement strategies, inventory control, logistics operations, transportation networks, sustainability, as well as contemporary issues affecting these areas.

Moreover, this course allows you to gain an understanding of academic research in the field of global supply chain management and how to apply knowledge this in various settings, both theoretically as well as by using statistical and mathematical models to support decisions (Academic skills; Research skills; Quantitative skills).

You are stimulated to activate your knowledge and practice your skills through various assignments during the tutorials in a team setting (Social Skills).

Inhoud vak

Global Supply Chain Management (GSCM) is an exciting and focused course for preparing students in implementing, coordinating and managing Supply Chains in global contexts. It will be valuable for students who would like to pursue a career in consulting or take a position in GSCM. Its setup comprises issues relating to the development of supplier relationships, operations improvement, procurement strategies, inventory control, logistics operations, transportation networks, sustainability, as well as contemporary issues affecting these areas. Specifically, the course will:

- Explain and critically apply theories on logistics and supply chain management with a focus on global scales;
- Integrate theories and appraise strategies on managing supply chain operations within the context of global business management;
- Understand the inter-relationship between supply chain management and global contemporary issues (e.g., global sourcing);
- Identify frameworks to manage risks and opportunities for competitive and economically sustainable supply chain management in a global setup.

The course will be both qualitative and quantitative. From a qualitative point of view, cases will be analyzed to derive best strategies and identify optimal policy. Qualitative sessions will inspire students' interactions, discussions and debates. The course of GSCM also consists of applications of quantitative devices. Decisions undertaken and discussed in the qualitative sessions need robust and objective supports through quantitative methods and models. These objectives are carried out at a course level by a solid review of the theory and the methodological base associated with supply chain management, along with a discussion of advanced topics, trends and directions. At a class level

course topics are reviewed through a combination of lecture, discussion, and student project work.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
(Interim) Assignments – Group assessment
Mandatory attendance tutorials

Literatuur

Chopra, S. and P. Meindl (2013). Supply Chain Management. 5th Edition, Prentice Hall.

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

1.1 Business Mathematics

Human Resource Management Practices: A Global Perspective

Vakcode	E_IBA2_HRMP ()
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. S.E. Beijer
Examinator	dr. S.E. Beijer
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

Academic skills: Students will learn to analyze and understand problems from different perspectives. Also, attention is given to applying acquired theoretical knowledge to real-life organizational contexts.

Research skills: Students will learn to perform an in-depth analysis of a business context by analyzing data and relating the findings to theory. The focus is here on analyzing HR practices and their alignment with the context (e.g. organizational context, national context, culture, institutions) and herewith insight is gained in how to recognize and identify contextual contingencies.

Knowledge: Thorough knowledge is gained on the key HR practices that are fundamental to the HRM discipline. Additionally, students are able to describe the core theories and models that are used to explain the effects of these practices and systems of practices on individual and organizational outcomes. Also, students are able to describe theoretical models regarding the relationships between contextual factors and HR practices. This type of advanced knowledge builds on insights that students have gained in the HRM & OB introduction course.

Bridging theory and practice: Students will examine HR phenomena in practice and will relate these observations to the course literature. By studying an organizational context, students learn to apply theoretical knowledge to practice. Students will visit an organization and will

perform an interview. Gaining insight in HRM in practice will enable students to create a bridge between science and practice.

Social skills: Students work in groups and should be able to successfully interact with their team members. Additionally, by going into a business and by performing an interview, students learn to interact with the business world and present themselves appropriately.

Broadening your horizon: Students are able to describe current trends and challenges in organizational contexts. In addition, students can identify national and international societal issues that impact HR practices.

Inhoud vak

The courses in this semester center around the international context of the business environment. Period 4 specifically introduces you to the environment of developed economies and what this means for different disciplines, in this case HRM. The course will provide you with in-depth knowledge on the key HR practices that are used in contemporary organizations. Also, you will learn to examine these practices in their wider context. Attention is not only paid to how practices fit the organizational context, but special attention is paid to examining practices based on a global perspective by studying how practices differ across national contexts. The core practices examined include training and development, performance management, participation and communication, recruitment and selection, and compensation. Core models on how these HR practices relate to individual and organizational outcomes are discussed. In addition to learning about the various individual practices, you will gain insight in the interplay between practices to understand how bundles and systems of practices can be strategically used to enhance organizational goals. Current world wide trends and challenges, such as the war for talent, will be discussed and specific HR practices related to these challenges are examined. Factors in the national and international context are studied and used to explain the use and effectiveness of certain HR practices.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
Assignment – Group assessment
Mandatory attendance tutorials

Literatuur

Book: To be announced

Additional (required) materials to be announced via Blackboard

Aanbevolen voorkennis

2.1 HRM & OB

Integrative Research Project

Vakcode	E_IBA2_IRP ()
Periode	Periode 6
Credits	6.0
Voertaal	Engels

Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	R. van Werven MSc
Examinator	R. van Werven MSc
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

The course aims to develop several students analytical and research capabilities through an engaged and applied project. It is both conceptually dense and industry grounded. Several central skill sets will be developed as a result of this course (Academic Skills; Research Skills; Quantitative Skills; Social Skills; Self-Awareness). The central focus will be on academic and research skills which will be tackled through students' conducting rigorous qualitative and quantitative industry/ market analysis and project viability analysis in addition to the use of models and data for written and verbal argumentation (Bridging Theory and Practice). The course elicits social skills through team collaboration and Self-awareness by giving and receiving feedback. The content knowledge of business analysis and entrepreneurship is also furthered through the learning process. As a result the course creates a stepping stone for students to enter thesis trajectory by training them to how to access, conceptualize and present findings of a particular business situation.

Inhoud vak

This course is an integrative course, drawing together students' knowledge of key subject disciplines such as Cross-Cultural Marketing, International Strategy, HRM, AND research techniques and methods from both Quantitative as well as Qualitative Business Research Methods. It aims to build on, integrate, and apply prior knowledge to the real business situation and context as well as allows students to pursue interests of their choice. In order to do so, you will need to draw upon your knowledge and skills acquired in previous courses.

You will be required to 'Pitch Your Business', by means of developing and presenting a proposition for international business opportunity of your choice. In itself the 'Pitch Your Business' is context to showcase and strengthen research and argumentation. Thus, the central focus is on generating and presenting credible and reliable data for scientific and business purpose. The proposition should be introduced in a form of a Business Plan that is well-substantiated by both a qualitative as well as a quantitative research component, addressing analysis and argumentation around the following business areas:

- Business Opportunity and Market Analysis (WHY & WHERE)
- Competitive Analysis (WHY & WHO ELSE)
- Key Business Value and Proposition (WHAT)
- Business Model and Working process (HOW)
- Marketing plan and/ or Route to Market (HOW)
- The Team (WHO)
- Metrics and Benchmarks (WHEN & HOW MUCH)
- Current Status and Roll out Plan (WHEN & HOW)

There is no right or wrong way of filling in all those components, HOWEVER there is the need to demonstrate research and analytical rigour in generating answers to all these questions. Therefore, as a course assessment the 'Pitch Your Business' report will be accompanied by a reflective essay arguing suitability, capability and relevance of chosen

research approach for the given business pitch.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Interim Assignments – Group assessment
Final Assignment – Individual assessment
Final Assignment – Group assessment
Mandatory attendance tutorials

NOTE: Obtaining study credits for this course is pending on fulfilling your research participation requirements in period 4 and 5.

Literatuur

All materials will be announced via Blackboard.

Aanbevolen voorkennis

1.1 People in Business and Society
1.3 Academic Skills
1.4 Business Statistics
1.5 Cross-Cultural Marketing
1.6 Business Processes
2.1 OB-HRM
2.3 International Strategy
2.4 BRM I – Quantitative
2.5 BRM II - Qualitative

Overige informatie

Note that this course is an entry requirement for the Bachelor Thesis, meaning that this course needs to be completed successfully in order to be able to start with the Bachelor Thesis process in year three.

International Business Law

Vakcode	E_IBA2_IBL ()
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	mr. N.A. Jansen MBA
Examinator	mr. N.A. Jansen MBA
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

The course will teach you to examine business situations from different legal perspectives, recognizing and understanding the fundamentals of regulatory environments, and to apply that knowledge for strategic and tactical decision making, and for managing a company's legal function and for selecting and managing external legal services providers. (Knowledge, Bridging Theory and Practice).

Students become aware of the fact that in MNCs they have to face the

reality of strategic and operational planning in, simply said, as many regulatory environments as there are countries. This 'legal pluralism' reality forces students to set, if present, their 'ethnocentric attitude' aside to accept, respect, and profit from, the differing legal realities across the world (Broadening your horizon)

Inhoud vak

The module offers students the opportunity to acquire the knowledge about and skills to integrate the opportunities and treats of regulatory internal and external environments into the strategic and operational corporate and functional planning of internationally operating companies.

The module is characterised by a functional approach of regulatory environments by identifying the following five potential functions of regulation for businesses:

- strategic input
- evaluating strategic options
- contributing to strategies
- risk management
- reputation management.

IBA's international focus is reflected in the choice to link regulatory environments to the strategic and operational corporate and functional planning of MNCs, and the presentation of legal concepts from the perspective of the three globally main legal traditions: civil law, common law, and Islamic law.

Specifically, the knowledge and skills in this course concentrate on:

- Analysing a regulatory environment
- The major legal traditions in the world
- The functions of regulation for international business
- The relevance for business of the European Union
- The functions for international business of (intellectual) property regulation
- The national and EU legal forms to run a business in
- Managing international sales and services contracts
- Regulation of the marketing function
- Managing the legal function in an international company

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
Assignment – Group Assessment
Mandatory Attendance tutorials

Literatuur

Law & Self-regulation. Legal and Business Perspectives. N.A. Jansen (2015). Available in VU Bookshop.
Accompanying website <http://www.lawandselfregulation.com>

Additional (required) readings will be announced on blackboard

Aanbevolen voorkennis

Fundamental knowledge of main business concept such as strategic planning and main business functions such as accounting, finance, and marketing

International Economics

Vakcode	E_EBE3_INTEC (60322050)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. W. Zant
Examinator	dr. W. Zant
Docent(en)	dr. W. Zant, prof. dr. W.W. Boonstra, dr. N.A. Oomes
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

- To provide students with a thorough understanding of the main debates in the field of International Economics, in particular in the area of Exchange Rate Determination and Stabilization Policy.
- After this course, students will be better able to understand academic articles on topics from International Economics published in academic journals including the Economic Journal, the Review of Economics and Statistics, the Journal of International Economics and the American Economic Review.
- Students will be able to apply theoretical models from such academic articles to real-life problems and appreciate the breadth and scope of these models and their limitations.

Inhoud vak

The course covers subjects including:

- National Accounting and Balance of Payments;
- Exchange Rate Determination (Uncovered Interest Rate Parity, Purchasing Power Parity);
- Stabilization Policies in Open Economies Under Fixed and Flexible Exchange Rates;
- International Monetary Standards and Optimal Currency Areas;
- Financial Crises and the European Experience.

Onderwijsvorm

The course will be given in the form of a series of lectures with separate hours devoted to exercises.

Toetsvorm

Written examination.

Literatuur

- Krugman, Obstfeld and Melitz, International Economics (10e).
- Additional handouts and/or Blackboard files.
- Students are expected to read additional material.

Vereiste voorkennis

Students are required to have a good working knowledge of Macroeconomics (including Money and Banking), Microeconomics and basic International Economics.

International Marketing

Vakcode	E_BK3_INTM (60331060)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. H. van Herk
Examinator	prof. dr. H. van Herk
Docent(en)	prof. M.E. Kaplan
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

By the end of the course students should be able to attain proficiency in the following areas:

- Understanding international marketing concepts and their application along with the appreciation that global marketing is integrated with other functional areas of business and international collaboration.
- Applying these concepts to the analysis of international marketing problems, development of appropriate and creative marketing strategies to solve these problems.
- Developing an understanding and acquiring skills on how to successfully design and implement global marketing plans and strategies.
- Evaluating critically cases and analyzing marketing challenges.
- In addition, the course will help develop students' verbal and written communication skills as they relate to business and students' ability to work effectively in teams.

Inhoud vak

This course focuses on the role of marketing as creating value for customers. Emphasis is placed on strategies for introducing new products in a global market, identifying customer needs across international markets, forming target markets, differential positioning of the product and managing brand equity across borders. Topics to be covered include: interdependencies in global markets, objectives, strategies, and tactics of marketing programs related to advertising and communicating, distributing and pricing the product on international markets. Cases, discussions, guest speakers, readings and a course-long team project will provide students with a mix of theory and hands-on problem solving to a variety of global marketing issues.

Onderwijsvorm

Lecture
Course-long team project

Toetsvorm

Written final examination;
individual and group projects throughout the course.

Literatuur

Czinkota & Ronkainen, International Marketing. 10th edition. South-Western / Cengage Learning, 2013, ISBN 978-1-133-358839-9

Vereiste voorkennis

Students are expected to be familiar with: Marketing 1.1. & 1.2 (BE) or Marketing (BK/IBA).

Overige informatie

Coordinators:

Michael E. Kaplan, M.I.M.; A.L.M.
Prof. dr. Hester van Herk

International Strategy

Vakcode	E_IBA2_IS ()
Periode	Periode 3
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. V. Duplat
Examinator	dr. V. Duplat
Docent(en)	dr. V. Duplat
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

Academic Skills: The student is able to understand and apply theoretical frameworks developed about the internationalization pattern of MNEs.
Knowledge: Students gain a basic understanding of theories and concepts used in International Business, and are able to analyze, compare, and apply these theories.
Bridging Research and Practice: The student is able to apply internationalization theories and concepts in order to provide advice and recommendations to an existing firm that intends to go abroad.
Social Skills: Students are able to work in small teams, deliver their business recommendations into a practical report and orally present their analysis and advice to the board of directors and a jury.

Inhoud vak

This course will provide students with a better understanding of the core strategic choices that firms must make when they expand abroad. The fast changing dynamics of industries caused by pressures of globalization have made it essential for organizations to adapt quickly. As a result of the intensification of these pressures it is important that (future) managers understand how organizations internationalize and which consecutive strategic choices firms must make. The course aims to provide future managers with a better understanding on the way firms can create and sustain competitive advantage in an international environment and organizations expand abroad. The course has a strong theoretical component as well as a practical component. In the latter, students will gain real life experience by investigating internationalization options for an existing organization. Students will work as consultants and provide strategic advice to the board of directors of a firm with the

intention to internationalize.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Assignment – Individual assessment
Assignment – Group assessment
Final, written exam – Individual assessment
Mandatory attendance tutorials

Literatuur

Required reading:

• Bartlett, C., Beamish, P. (2013) Transnational Management: Text, Cases & Readings in Cross-Border Management. 7th edition, McGraw Hill. ISBN 13: 978-0078029394

Additional Literature and Material:

- Bob de Wit and Ron Meyer (2010) - Strategy: Process, content, context: An International Perspective, 4th edition. ISBN number 978-40801902-3.
- Hill, C.W.L. (2011). "International Business: Competing in the Global Market Place". McGraw Hill. 8th international edition. ISBN 0078137195.

Additional (required) materials will be announced via Blackboard

Aanbevolen voorkennis

The course builds on the student's current understanding of 1.2 Organizational Theory, 1.2 Economics for the Global Era as well as 1.1 People in Business and Society.

International Strategy

Vakcode	E_EBE3_INTST (60332020)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	J. Du
Examinator	J. Du
Docent(en)	dr. V. Duplat
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

- Understand and apply theoretical frameworks developed about the internationalization pattern of MNEs
- Apply internationalization theories and concepts in order to provide advice and recommendations to a real-world organization that intends to go abroad
- Work in small teams, deliver business recommendations into practical reports and present analyses and advice to a jury

Inhoud vak

The aim of the course is to provide students with knowledge about core strategic choices that organizations must make when they expand abroad and about the coordination of internationalization projects within MNEs. To this end, the course includes topics such as how to target and select new product/service markets; evaluate, design and implement entry strategies; and deal with issues related to the internationalization process (e.g., knowledge transfer difficulties and inter- and intra-firm relationships).

The course is designed in the following way:

Strategic analysis:

- globalization and operation in an international market.

Strategic choices:

- motives to internationalize and strategic alternatives for entering foreign markets;
- conditions to decide whether to establish international joint ventures vs. wholly owned enterprises;
- location choices of foreign firms and host government policies.

Strategic implementation:

- operating abroad: cultural and managerial implications.

Toetsvorm

- Real life consultancy assignment for the board of directors of an international startup company where groups of students recommend the organization how to enter a specific international market by writing a business plan
- Written essay of a topic of a student's choice

Literatuur

- Selection of academic articles focused on International Strategy that will be posted on Blackboard.
- Reference book: Bartlett, C., Beamish, P. (2013) Transnational Management: Text, Cases & Readings in Cross-Border Management. 7th edition, McGraw Hill. ISBN 13: 978-0078029394.

Vereiste voorkennis

Professional attitude and determination.

Investments

Vakcode	E_EBE3_INV (60332090)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	T.C. Dyakov MSc BA
Examinator	T.C. Dyakov MSc BA
Docent(en)	T.C. Dyakov MSc BA
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

This course aims to make students familiar with the insights from investments and portfolio management theory. Students also have to be able to apply these insights in practical situations involving portfolio decisions and investment management for both individuals and institutions.

The course is divided in four parts – portfolio theory and asset pricing, security analysis and portfolio management, fixed income securities, and derivatives.

By the end of the course, students should be able to:

Part 1. Portfolio theory and asset pricing (Lecture 1-4)

- calculate statistical measures of risk and return, such as expected returns and standard deviations, ex post and ex-ante, perform a time series analysis of historical rates of return, understand stylized facts about asset returns in terms of their distributional characteristics;
- calculate and understand the implications of risk measures (Value-at-Risk and Conditional tail expectation) based on different distributional assumptions;
- understand and apply the concept of risk aversion in the utility function of an investor and its effect on asset allocation;
- compute and explain the concept of expected utility;
- optimally allocate a portfolio between risk-free and risky assets based on mean-variance preferences and understand the effect of leverage;
- obtain a mean-variance frontier from a universe of assets;
- define systematic and firm-specific risk and evaluate the effect of portfolio diversification on the firm-specific risk in a portfolio;
- interpret and estimate index models, explain the decomposition of risk that they imply and obtain optimal portfolios based on them;
- have a thorough understanding of the Capital Asset Pricing Model (CAPM), its assumptions and resulting equilibrium conditions; test empirically the validity of the CAPM implications and be able to review extensions of the CAPM that rely on relaxing one or more of its assumptions;
- have a thorough understanding of factor models and the Arbitrage Pricing Theory (APT) and its equilibrium implications;
- identify and discuss the forms of market efficiency and related empirical tests of the efficient market hypothesis;
- understand the premises of behavioral finance;
- master the methodology behind testing empirically the validity of the CAPM and the multifactor APT model;

Part 2. Security analysis and portfolio management (Lecture 5-6):

- have a thorough understanding of the business cycle and the macroeconomic factors that affect security prices;
- understand industry analysis and the sensitivity of different industries to the business cycle;
- value a firm using the appropriate dividend discount model and the price/earnings ratio derived from it; understand the limitations of each of these models;
- be able to analyze a firm using basic financial statements; analyze problems by using the ROE decomposition;
- carry out portfolio performance evaluation by calculating various risk-adjusted return measures;
- understand market timing and be able to test the market timing ability

of a portfolio manager;

- decompose excess portfolio returns into components that can be attributed to different asset allocation choices;
- apply active portfolio management models;
- analyze hedge fund characteristics and strategies and be able to set up a statistical arbitrage strategy.

Part 3. Fixed-income securities (Lecture 7-9):

- have a thorough understanding of the characteristics and risk determinants of bonds;
- calculate yields and prices of different types of bonds;
- understand the key ratios used by rating agencies to determine bond ratings;
- understand the role of protective covenants against default risk;
- understand the principle of securitization for reallocation of credit risk;
- understand the concept of the yield curve and be able to describe the major term structure theories;
- calculate forward rates from the spot yield curve;
- construct the yield curve from observed coupon bond prices;
- fit the yield curve using the Nelson & Siegel model;
- have a thorough understanding of the concept of duration and be able to calculate it for individual bonds and for bond portfolios;
- calculate price approximations using duration and convexity
- construct immunized bond portfolios and understand the limits to conventional immunization;
- understand active bond portfolio management.

Part 4. Options, futures and other derivatives (Lecture 10-12):

- calculate pay-offs of derivative contracts and trading strategies based on them;
- build option-based portfolio strategies that achieve a certain risk-return profile;
- identify the embedded options via the pay-off structure of different assets and identify the ways in which the option-like characteristics impact the prices of these assets;
- understand the put-call parity relationship
- identify the determinants of option prices;
- apply a binomial option pricing model via a replicating portfolio or using risk-neutral valuation;
- compute the Black-Scholes value of an option;
- compute hedge ratios and construct portfolio insurance strategies using option hedge ratios;
- understand the trading mechanisms involving futures contracts, incl. margin trading arrangements, the trading strategies based on them and the risks involved.

Inhoud vak

Investment decisions take a prominent role in everyday life. We can think of investment decisions taken by institutional investors (banks, insurance companies, pension funds, mutual funds), but also financial decisions taken by individual households (additional pension savings, saving for one's children's education (and how), buying a house, etc.) Investment theory is also strongly linked with risk management. The importance of sound decision making in this field has been underlined by recent experiences on financial markets, law suits involving complex financial products for retail clients, the debate about the (in)solidity of pensions, etc. The Investments course aims to provide an overview of the principles of investment analysis. A framework is developed that

allows one to address a variety of (at first sight) completely different investment problems in a unified way. The course is divided in four parts – portfolio theory and asset pricing, security analysis and portfolio management, fixed income securities, and derivatives.

Onderwijsvorm

Lectures and tutorial sessions.

Toetsvorm

Written exam and Case work. Exam questions are meant to test the candidate's theoretical insight as well as analytical and computational skills. Case work is used to test students implementation skills in Excel of the material treated in the course. Correctly completing a minimum of case work is compulsory for obtaining a pass for this course. Guidelines are communicated via Blackboard at the start of the course.

Literatuur

The course literature consists of detailed lecture slides to be found under Course documents on Blackboard. These will be posted weekly before each set of lectures. In addition to them, the textbook below is a compulsory reading material:

- Zvi Bodie, Alex Kane and Alan J. Marcus: Investments, McGraw Hill (10th edition)

As optional supporting material for the applied Excel work, I suggest the following books:

- Adair, Excel Applications for Investments (introductory book to Excel and its applications for investment problems).
- Mary Jackson and Mike Staunton, Advanced Modeling in Finance using Excel and VBA, Wiley Finance (advanced VBA applications and programming).

Vereiste voorkennis

The course builds upon prior knowledge in the 1st and 2nd year Finance courses (Finance 1.4, 2.2 and 2.4 for Economics students and Finance and Financial modeling 1.5 and Financial Management 2.4 for Financial Management students). For students coming from different programs or having a different background, this should correspond to mastering the concepts in the book of Braeley and Myers, Principles of corporate finance, chapters 1-15, 20-23, 27-30.

Overige informatie

The course is taught in English.

ONLY FOR PREMASTER STUDENTS:

For this course you do not need to subscribe. You will be subscribed by the department.

Knowledge Management

Vakcode	E_BK3_KM (61322100)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.H. Rezazade Mehrizi

Examinator	dr. M.H. Rezazade Mehrizi
Docent(en)	dr. M. Soekijad, dr. P.R. Tuertscher, prof. dr. ir. J.J. Berends, dr. M.H. Rezazade Mehrizi
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

After completion of this course, the student

- Has an in-depth understanding of the importance and implications of knowledge as the main organizational resource for knowledge-intensive organizations, such as those in the professional service industry
- Has the knowledge of central concepts, models, theories and empirical results related to the broad field of 'knowledge management' and acquire a critical yet integrated perspective on knowledge management
- Gains practical experience in conducting research, by participating in ongoing research projects, within the field of knowledge management and combine learning and doing research in small groups acting as 'communities of learners'
- Is able to formulate a research question by using relevant theories, operationalize and perform field work on the selected question, analyze data and to draw conclusions and implications by reflecting on related theories and identifying insights for practice; resulting in a report.

Inhoud vak

Knowledge is the most important factor in modern economy. This is widely recognized by researchers, policy makers and organizational practitioners. The importance of knowledge as the main production factor and main competitive resource has serious implications for management, leadership, strategy, technology, cooperation and coordination and (new) organizational forms, such as networks and virtual organizations.

Knowledge management is a field that focuses explicitly on this significant role of knowledge and its implications for management and organizations. The field has received attention as a new and promising perspective on organizations, finding connections with the multi-disciplinary field of Business Administration, such as marketing, organizational strategy, technology and innovation, human resources, and information technology. Topics that will be discussed are:

Understanding knowledge, its characteristics, and its types; How organizations can develop strategic decisions regarding their knowledge resources and knowledge dynamics; How knowledge can be created through internal practices (e.g., R&D and experimentations) and be acquired from external sources; How the appropriated knowledge is then organized, stored, and shared throughout organizational units and projects (e.g., through knowledge brokering, communities of practices and knowledge networks); How knowledge is used and reused to address organizational challenges and needs (e.g., for innovating and solving existing problems); How outdated/irrelevant knowledge is properly managed to not interfere with organizational dynamics (unlearning).

Onderwijsvorm

(Guest) lectures and tutorials.

Toetsvorm

Written individual examination (60 percent) based on the lectures and the compulsive reading material (book and articles). And a group research paper (40 percent) based on collaborative work in the tutorial.

Literatuur

Textbook: Davenport, T. H., & Prusak, L. 1998. Working Knowledge: How Organizations Manage What They Know: Harvard Business School Press.

And reading list selected from multiple books and academic papers (provided on Blackboard)

Vereiste voorkennis

The students need to make sure that they agree with the requirements and conditions that will be provided in the course manual at least one month before the course starts.

Aanbevolen voorkennis

The general knowledge of management and logical reasoning.

Macroeconomics

Vakcode	E_EBE3_MAEC (60311020)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	B.A. Brugemann
Examinator	B.A. Brugemann
Docent(en)	B.A. Brugemann
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

We will study in depth the problems of fiscal, monetary, and financial policy that have faced European policy makers in recent years. Before examining what researchers have done, you will try to develop your own approach to researching the problem. You will then learn about what current macroeconomic research has to say about these problems, thereby acquiring a more advanced foundational knowledge of macroeconomics, while applying the quantitative skills you acquired in previous courses. After seeing what researchers have done, you will reflect on whether this work is convincing. This approach develops your academic and research skills.

To link the course with practice, we will discuss with alumni of the course how useful academic training in macroeconomics is in practice, and how it could become more useful. You will write a policy brief as part of a consulting team, honing your social skills, taking another step in your general development by connecting your academic training with current events. At the end of the course, you will write a self-conscious reflection on how the study of macroeconomics in this course has contributed to your own development.

As discussed above, you will learn about what current macroeconomic research has to say about recent policy challenges, at a level that is more advanced than in previous macro courses. Specifically, at the end of this course you will:

1. know how to work with simplified versions of the main models that are

- used in current economic research on the effects of monetary and fiscal policy: the Real Business Cycle model and the New Keynesian model;
2. you will understand the basic approaches used by empirical macroeconomists to identify the causal effect of policies, and be familiar with recent empirical findings concerning the effects of fiscal, monetary and financial policy;
 3. you will be familiar with key facts about financial crises.

Inhoud vak

In recent years, policy makers in Europe have been confronted with important decisions concerning fiscal, monetary and financial policy. Should governments implement austerity measures? If so, is it better to cut spending or raise taxes? Should the ECB use quantitative easing to promote the recovery? Would it be better for Greece to leave the Euro? Can macro-prudential regulation prevent new bubbles?

In this course we will put ourselves in the shoes of policy consultants. We will think about ways to approach these policy questions, examine empirical and theoretical research by macroeconomists relevant for these questions, and reflect on how convincing this research is.

Onderwijsvorm

The course uses a flipped classroom approach. This means that we do not use traditional lectures in the class meetings. Rather, we provide readings, videos, and exercises which you use to prepare for class meetings. Most of the time in class meetings is devoted to interactive activities that help us to make sense out of the materials you prepared.

There are two class meetings and one workgroup per week.

Toetsvorm

- Written Exam (individual)
- Regular assignments (individual)
- Policy brief (group)

Literatuur

There is no required textbook for this course. We provide extensive notes and videos and assign additional readings from newspapers and magazines, blogs, and academic journals.

Vereiste voorkennis

Macro-economie 2.4, Micro-economie 1.1 and 1.2

Management Accounting and Control

Vakcode	E_BK3_MAC (61312010)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. H.C. Dekker
Examinator	prof. dr. H.C. Dekker
Docent(en)	prof. dr. H.C. Dekker, drs. B.J. Bruin
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

The activity of managing organizations consists of two major functions: planning and control. Planning is the management activity of deciding about what objectives the company will pursue and about how, to what extent and within which time period these objectives will be achieved. Control includes all managerial activities focused on stimulating employees' behaviors in such a way that organizational objectives will be realized in an effective and efficient way. Both managerial activities will be explored during this course. In particular, the course will focus on (1) the analysis of information focused on short-term and long-term decision making, and (2) management accounting for the control of organizational activities.

Inhoud vak

The content of this course can be divided into two sections. The first section deals with methods and techniques for planning and decision making for the short term and long term. This section includes topics such as the analysis of cost data, cost allocation, modern production systems and techniques, and short-term planning and decision making. The second section of the course deals with management control issues and is focused more on the behavioral aspects of planning and control systems. Topics included in this section are strategic control systems, performance management, transfer pricing and value-based management.

Onderwijsvorm

lecture

This course consists of a combination of lectures and case discussions during the lectures. Cases are to be worked out during the course. A written exam takes place at the end of the course.

Toetsvorm

written interim examination

Literatuur

Horngren, C.T., Datar, S.M., & Rajan, M. Cost Accounting, A Managerial Emphasis (14th ed.). Upper Saddle River, New Jersey: Pearson Education.

Management and Organization: Consulting Debates

Vakcode	E_EBE3_MO (60322020)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.S. Heusinkveld
Examinator	dr. H.S. Heusinkveld
Docent(en)	dr. H.S. Heusinkveld, dr. K. van Bommel
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

At the end of the course, students should be able:

- to independently search for, acquire, and make sense of relevant

organization theory and management consultancy literature;

- develop an enhanced understanding of the debates and assumptions underlying the literature discussed during the introductory M&O courses;
- to critically reflect on M&O theories, using research articles from leading academic journals;
- to recognize, construct, and critically assess positions in scientific debates within organization theory and management consultancy literature;
- develop a well-substantiated positioning in relation to a particular debate.

Overall, the experience and skills acquired in M&O 3.2 should not only contribute to a deeper understanding of central debates in the field of M&O, but the course also provides an important basis for the specialization seminar M&O 3.3/3.4, and can advantageously be applied when preparing your bachelor's thesis.

Inhoud vak

Scholars tend to disagree on a large number of different issues in management and organizational theory. This course focuses on exploring different contemporary debates in organization theory and consulting, such as around rigor vs. relevance, transience and continuity, strategy and strategizing, tensions in organizational change, CSR, consulting roles, and the client in management consultancy research. Particular attention will be given to identifying and critically assessing different positions in these debates.

Onderwijsvorm

Lectures and seminar.

Toetsvorm

Academic paper, presentation, and written examination.

Aanbevolen voorkennis

Basic knowledge about Management and Organization theory

Overige informatie

The course will be in English

Marketing in Emerging Economies

Vakcode	E_IBA2_MEE ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. P. Ozturan
Examinator	dr. P. Ozturan
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

This course helps you understand the marketing challenges in the rapidly changing and usually vulnerable emerging economies. We will focus on the

theories and best practices that solve complex marketing problems therein. Thus, the main objective is to broaden and deepen the marketing knowledge acquired in the first-year Cross-Cultural Marketing course (Knowledge). You will discuss and compare different perspectives and eventually form your own, unique insights related to marketing in the mature versus emerging economies (Academic Skills). The in- and out-of-class activities e.g., a market research project in an emerging market context enable hands-on application of knowledge (Quantitative Skills, Bridging Theory and Practice).

Importantly, the course devotes special attention to developing a global marketer who is aware of his/her working assumptions and is ready to test them in diverse business situations (Self-Awareness, Broadening your Horizon).

Inhoud vak

The course is one of the essential pieces of the semester on the international context of the IBA program and specifically introduces you to the emerging economies context in the field of marketing during Period 5.

When we look at the global landscape today, we see two on-going struggles: the drive for prosperity and development and the desire to retain identity and traditions. On one hand, the economic flux in the developed world is prevailing and the emerging markets are becoming a global growth engine. On the other hand, weak institutions, cultural clashes, and political tensions are encountered in the emerging economies and these make business relationships with the developed world risky.

Today's marketer operates in this international environment and hence has the responsibility to understand and communicate to others in the company about the new world. In essence, the course is designed to help you gain insights about the consumer and competitive landscape in the emerging economies and thereby become the next era's marketer. You will investigate the competencies of the thriving local emerging market companies and the factors that make global companies create successful business models in these economies. As we contemplate on the market driving practices in emerging markets, we will set the stage for deeper insights for the fundamental issues that shape the marketing strategy today.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam - Individual assessment
Assignment(s) - Group assessment
Class participation - Individual assessment
Mandatory attendance tutorials

Literatuur

Chattopadhyay, Amitava, Rajeev Batra, and Aysegul Ozsomer (2012), The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands, McGraw-Hill: USA.

Additional (required) materials will be announced via blackboard.

Aanbevolen voorkennis

Marketing Research

Vakcode	E_BK3_MRES (61332040)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.H. Morren
Examinator	dr. M.H. Morren
Docent(en)	dr. M.H. Morren
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

- Understanding of the various qualitative and quantitative research methods used in marketing research
- Knowing how to set up a research design, and choosing the right method to answer the research question
- Understanding the advantages and disadvantages of certain marketing research techniques
- Knowing the objectives, use and interpretation of multivariate data analysis techniques
- Developing the skill to write a marketing research report

Inhoud vak

Attention will be given to quantitative and qualitative research. Several research methods will be discussed, such focus groups, in-depth interviewing but also quantitative methods such as factor analysis. Moreover, drafting questionnaires, sampling, and various data analysis techniques will be explained. An emphasis in this course will be on analyzing data, interpretation of results, and understanding of research implications. Analyzing data using SPSS syntax module will be part of the course.

Onderwijsvorm

lecture

Toetsvorm

assignment
written interim examination

Literatuur

Malhotra & Birks, Marketing Research. An Applied Approach. 3rd European edition. Pearson Education, 2012.

Meta-Analysis in Business and Economics

Vakcode	E_HP2_MABE (986134)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Methoden en technieken van algemeen en financieel economisch onderzoek

Vakcode	E_EBE3_MTAF (60311000)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R. Heijungs
Examinator	dr. R. Heijungs
Docent(en)	dr. J.M. Sneek
Lesmethode(n)	Hoorcollege, Practicum
Niveau	300

Doel vak

Het verschaffen van wiskundige kennis, die aanvullend is op de inhoud van het 1e-jaarsvak KM1-2 en die noodzakelijk is om met succes te kunnen deelnemen aan de (kwantitatief getinte vakken van de) master-opleidingen Economics en Finance.

Inhoud vak

De hoofdonderwerpen van dit vak zijn:

- matrices, determinanten en toepassingen;
- rijen en Limieten;
- (optimaliseren van) functies van meerdere variabelen (met en zonder nevenvoorwaarden);
- vectordifferentiatie;
- stochastische vectoren;
- (meervoudige) integratie en toepassingen op kansverdelingen;
- differentievergelijkingen.

Onderwijsvorm

36 college-uren (24 hoorcollege, 12 practicum) Afhankelijk van de deelnemers zal het hoorcollege in het Engels gegeven worden en zal één van de groepen voor de practica in het Engels gegeven worden.

Toetsvorm

Schriftelijk tentamen.

Literatuur

Sydsaeter, Knut & Peter Hammond, Essential Mathematics for Economic Analysis. 4e druk. Prentice-Hall, ISBN: 978-0-273-76068-9 + enige aanvullingen.

Vereiste voorkennis

Het is noodzakelijk de inhoud van de KM-vakken (zowel het wiskundevak als de statistiekonderdelen) uit het programma van 1e en 2e jaar paraat te hebben.

Microeconomics

Vakcode	E_EBE3_MIEC (60322030)
Periode	Periode 2

Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. S. Dobbelaere
Examinator	dr. S. Dobbelaere
Docent(en)	dr. E.I. Motchenkova, dr. S. Dobbelaere, dr. R.I. Lutgens, mr. B. Hu
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

This course is designed to develop the theory of decision making at the level of a single agent and to understand the resulting outcomes at the market level. The following course objectives are defined:

- understanding basic microeconomic mechanisms on an advanced level;
- mastering economic and analytical tools to understand how consumers make choices and how firms take decisions, subject to technological constraints, and in relation to market structures;
- evaluating and challenging economic arguments;
- learning how economists think and analyze microeconomic problems related to labor economics, industrial organization and welfare economics.

Inhoud vak

Microeconomics is the branch of economics that studies the specific choices made by consumers and producers. Understanding the economic behavior of consumers and producers is the key to analyzing the functioning of markets and to evaluating policies that alter individuals' and firms' incentives and change their behavior.

In the first part of the course, we focus on an advanced treatment of the main microeconomic concepts. We study models and theories that explain how and why economic entities (consumers, producers, industries, governments, etc.) behave as they do, e.g. how consumers make decisions about consumption and labor supply and how firms make decisions about production and prices.

In the second part of the course, we concentrate on the interaction between microeconomic theory and the events, decisions and empirical data from the real world. In particular, we discuss applications of the developed microeconomic concepts in the fields of labor economics, industrial organization and welfare economics.

Onderwijsvorm

- Main lectures.
- Tutorials.

Toetsvorm

- Interim assessment: Problem sets.
- End of period: Written, closed-book exam.

Literatuur

- Textbook: Snyder, C. and W. Nicholson. 2012. Microeconomic theory: Basic principles and extensions. 11th international edition. Thomson South-Western/Cengage Learning (relevant chapters).

- Lecture notes and slides (posted on Blackboard).

Aanbevolen voorkennis

Basic knowledge of the microeconomic concepts and tools covered in the first two years of the bachelor program.

Midden- en kleinbedrijf

Vakcode	E_EBE3_MKB (60311070)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. E.A.H. Kleijn
Examinator	drs. E.A.H. Kleijn
Docent(en)	drs. E.A.H. Kleijn
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

- Kennis hebben van de wetenschappelijke literatuur met betrekking tot het midden- en kleinbedrijf & ondernemerschap;
- inzicht verkrijgen in de rol die kleine en middelgrote bedrijven spelen in de economie;
- inzichtelijk kunnen maken waarin kleine bedrijven en grote bedrijven van elkaar verschillen.

Inhoud vak

Bij dit vak wordt uitgegaan van de wetenschappelijke literatuur op het gebied van het midden- en kleinbedrijf & ondernemerschap.

De afgelopen 25 jaar is de belangstelling voor ondernemerschap en het midden- en kleinbedrijf sterk toegenomen: in de markt, in het overheidsbeleid, en ook in het wetenschappelijk onderwijs en onderzoek. Begrippen als intrapreneurship en extrapreneurship geven de belangstelling voor het fenomeen ondernemerschap bij grote bedrijven aan. De managementeconomie van de vorige eeuw heeft zich omgevormd tot een ondernemerschapseconomie. Het mkb speelt een belangrijke rol bij innovatie, bij het gezond houden van concurrentieverhoudingen, als omgeving waarin ondernemerschap zich thuis voelt en als generator van economische groei. Ondernemingen in het mkb spelen een belangrijke rol als samenwerkingspartner, als leverancier en als intermediair. De discipline midden- en kleinbedrijf & ondernemerschap is veelzijdig: het gaat om bedrijf en markt, om economie en psychologie, om innovatie en ordening, om systeem en individu.

Wetenschappelijke literatuur met betrekking tot deze aspecten komt, geordend in drie hoofdthema's aan de orde:

- de rol van kleine bedrijven in de moderne economie (small business economics)
- het belang van ondernemerschap in de moderne economie (entrepreneurship)
- het starten, runnen en doen groeien van een klein bedrijf (small business management)

Onderwijsvorm

Hoorcolleges en werkcolleges.

Toetsvorm

Schriftelijk tentamen en assignment.

Literatuur

Wordt nog bekend gemaakt.

Overige informatie

De colleges zijn aanvullend bij de voorgeschreven literatuur.

Ondernemingsrecht

Vakcode	E_EBE3_OR (60311060)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	mr. J.E. Brink-van der Meer
Examinator	mr. J.E. Brink-van der Meer
Docent(en)	mr. J.E. Brink-van der Meer
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

Problemen van ondernemingsrecht zijn iedere dag in de krant te vinden, bijvoorbeeld: overnames, faillissementen en kritiek op bestuurders van ondernemingen. Aan de hand van de belangrijkste ondernemingsrechtelijke thema's, zoals vermogen, organisatie en aansprakelijkheid, worden verschillende rechtsvormen behandeld. Er zal hierbij aandacht worden besteed aan personenvennootschappen, stichtingen, verenigingen, NV's en BV's. Tijdens de colleges zal veel gebruik worden gemaakt van praktijkvoorbeelden. Tevens zal veel worden ingegaan op actuele ontwikkelingen, zoals in voorgaande jaren Ajax, ABN Amro, de boekhoudfraude bij AHOLD en het faillissement van DSB. Na afloop van de collegecyclus hebben studenten voldoende basiskennis van de rechtsvormen waarin een onderneming kan worden gedreven, de organisatie van deze rechtsvormen en de daarbijbehorende problemen. Nuttige basiskennis voor vrijwel iedere baan!

Inhoud vak

De colleges zijn gegroepeerd rond een zestal onderwerpen:

- inleiding (rechtspersoon, vennootschap en onderneming);
- interne organisatie (organen en bevoegdheden);
- eigen vermogen (kapitaal/vermogensbescherming en zorgvuldig vermogensbeheer);
- vreemd vermogen (financiering en insolventie);
- aansprakelijkheid;
- fusie en overnames.

Onderwijsvorm

2 uur hoorcollege per week, gevolgd door 2 uur werkcollege waarin het accent ligt op de door de studenten uit te werken casus.

Toetsvorm

Een schriftelijk tentamen met open vragen. Het resultaat daarvan telt voor 60 procent mee in het eindcijfer. Het gemiddelde cijfer van de case-uitwerkingen telt voor 40 procent mee in het eindcijfer. De wettenbundel mag worden meegenomen naar het tentamen.

Literatuur

- De kern van het ondernemingsrecht, M.J. Kroeze, L. Timmerman en J.B. Wezeman, Kluwer, 3e druk (2013).
- Wettenbundel Rechtspersonen, inclusief ondernemings- en handelsrecht met toekomstige wetgeving, Kluwer, meest recente editie
- Diverse op blackboard te plaatsen stukken, waaronder syllabus met samenvattingen van arresten.

Overige informatie

- De cases worden in groepsverband (van 2 tot 4 leden naar gelang van het aantal deelnemers) uitgewerkt.
- Dit vak kan gevolgd worden ter voorbereiding op het master accounting en control vak Corporate law 4.4.
- Dit vak voldoet aan de instroomeisen voor de master fiscaal recht (9 studiepunten besteed aan het privaatrecht, waarvan het ondernemingsrecht onderdeel uitmaakt)
- Dit keuzevak kan ook worden gevolgd door studenten van andere faculteiten, in het verleden hebben bijvoorbeeld verschillende studenten van FSW het vak gevolgd

Organization Perspectives and Dynamics

Vakcode	E_BK3_OPD (61322000)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. P.J. Peverelli
Examinator	dr. P.J. Peverelli
Docent(en)	dr. P.J. Peverelli, dr. L.A. Havermans
Lesmethode(n)	Hoorcollege, Responsiecollege
Niveau	300

Doel vak

- Introduce organization theories, models and paradigms which inform management practices;
- Explain the significance of metaphors, stories, symbols, rituals, in an organizational context and judge the consequences;
- Identify groups, actors and their interactions/shared realities/multiple inclusions in concrete organizational situations.

Inhoud vak

The study of Organization Perspective and Dynamics is a theoretical field of study distinct from more practical fields such as general management, organizational behavior, and human resource management. It is a basic science studying the ways human actors organize themselves into groups of various degrees of complexity. Organization theory is not the study of organizations. Groups of actors referred to as

'organizations' in every day parlance are only one part of the groups introduced in this course. Therefore, the perspective of this course is that human organizing is a continuous process of ongoing interaction between actors in their quest to make sense of the world and this includes the workplace.

This course is indispensable for any student of Business Administration, but certainly for those with the aspiration to find a career in consulting.

Onderwijsvorm

7 lectures + 4 work sessions

Toetsvorm

multiple choice examination

Literatuur

- Text book: Peverelli, P.J. & Verduyn, K. (2010) Understanding the Basic Dynamics of Organizing, Delft: Eburon.
- Additional reading matter will be provided through Blackboard.

Aanbevolen voorkennis

Good understanding of English

Organization Theory

Vakcode	E_IBA1_ORGT ()
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. R.A. Ruotsalainen
Examinator	dr. R.A. Ruotsalainen
Docent(en)	dr. R.A. Ruotsalainen
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

This course is the first disciplinary subject within the IBA program and is a fundamental course with regard to both Knowledge as well as Academic skills learning objectives. Related to Knowledge, this course enables you to know a) most fundamental concepts and topics in organization theory and b) three well-established theoretical perspectives in organization theory. And in terms of Academic skills, after this course you are able to a) understand the difference between theory and empirical contexts, b) provide an academic argument to problems related to organization theory, and c) identify theoretical aspects in particular organizations.

Finally, this course is organized in such a way that after this course you are better able to manage your schedules so that you meet the deadlines of the course while fulfilling the knowledge and academic skills related objectives. This helps you to develop your study skills further (Self-awareness).

Inhoud vak

During this introductory course to organization theory we will start unpacking the theoretical tools with which you can understand what an organization is, how organizations function, and how different organizational structures influence various outcomes. The main part of the course deals with most fundamental concepts and topics in organization theory, such as decision making, innovation, and organizational structure. But in addition, we start building the academic skills that you increasingly need when your studies progress. Along the way, we go through various examples of organizations - like factories in the 19th century industrial England, contemporary prisons in the US, and the creative companies of the 21st century - to put flesh on the bones of organization theories. Though our focus is on general organization theories that can be applied across different organizational and national contexts, we explicitly discuss international business related issues like competing rationalities.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Weekly written assignments – Individual assessment
Final, written exam (Essay) – Individual assessment
Mandatory Attendance

Literatuur

Book:
Clegg, Stewart R., Martin Kornberger, and Tyrone S. Pitsis. 2011.
Managing and Organizations: An Introduction to Theory and Practice.
London: Sage Publications.

Additional (required) materials will be announced via Blackboard.

Organizational Behavior - Human Resource Management

Vakcode	E_IBA2_OBHRM ()
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. T.J. Akkermans
Examinator	dr. T.J. Akkermans
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

Academic Skills: The student is able to analyze an HR-related practical case from the recent media, build an argument map, and provide a theoretically sound advice.

Research Skills: The student is able to formulate a problem statement based on a practical case, and can link theoretical arguments to a practical advice.

Knowledge: Students gain a basic understanding of theories and concepts in HRM and OB, and are able to analyze, compare, and apply these

theories.

Bridging Research and Practice: The student is able to apply OB and HRM theories and concepts to a practical HR-related problem.

Social Skills: The student is able to work in a small team, and is able to orally present a case assignment that encompasses a theoretical analysis and practical advice based on an HR-related problem from the media.

Broadening your Horizon: The student further develops his communication skills in writing by actively improving English writing skills.

Self-Awareness: The student is able to critically reflect on his/her individual and team performance during the course, and he/she is able to use OB and HRM theories and concepts to illustrate this with theoretical arguments.

Inhoud vak

This course is about you. HRM & OB deals with the human factor in organizations. All business functions in the IBA curriculum, like Marketing, Supply Chain Management, and Strategy, can't possibly exist without people executing them. Ever wondered why people in organizations behave the way they do? Ever wondered why people change their behavior as soon as they enter an organization? You may already have formed your own theories regarding how people behave in social situations. But here is the "million dollar question": is there any scientific evidence that supports your theories? This course will help you test your own theories, and question them by comparing them to other theories on social behavior in organizational contexts. We will look at behavior in organizations from three different levels of analysis: the individual, the group, and the organization. The individual level focuses on the employee and his or her job. You will study topics such as personality, work attitudes, motivation, and stress. The group level deals with teams or departments and the interaction within and between groups in organizations. You will take a look at topics such as group development and behavior, diversity, and conflicts and negotiation. Finally, the organizational level examines the interaction between managers, employees, groups, and the organization as a whole. Examples of relevant topics are organizational change and leadership. These three levels will be integrated using an HRM perspective: how to effectively use the available human capital to make employees flourish and organizations thrive?

Onderwijsvorm

Lectures

Tutorials

Toetsvorm

Assignment – Individual assessment

Assignment – Group assessment

Final, written exam – Individual assessment

Mandatory attendance tutorials

Literatuur

Required Reading:

Introduction to Human Resource Management and Organizational Behavior for International Business Administration (1st ed.). Book compiled by J. Akkermans. Boston: McGraw-Hill.

Additional (required) materials will be announced via Blackboard.

Aanbevolen voorkennis

This course builds on the knowledge provided during 1.1 People in Business and Society and 1.2 Organizational Theory. Furthermore, the skills obtained during 1.3 Academic Skills are crucial for the assignments during the tutorials.

People in Business and Society

Vakcode	E_IBA1_PBS ()
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. F. van den Born
Examinator	dr. F. van den Born
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	100

Doel vak

This course introduces you to the 4A that are fundamental to any academic: Analysis, Abstraction, Argumentation, and Application (Academic Skills). We will start doing so by analysing cases to examine and understand organizational and cultural problems from different perspectives.

In terms of Knowledge you will obtain a comprehensive understanding of the fundamentals of business administration from a human-centred, social perspective. You are introduced to basic theories, models, and concepts of cross-cultural management and provided a first insight into professional development.

The focus in this course is not only on developing theoretical knowledge, but also on the ability to translate and apply theoretical knowledge into business situations (Bridging Theory and Practice).

Inhoud vak

During this subject you are invited to engage in cultures, understanding people working in international organizations, and to develop your own view. You are inspired to look beyond borders and obtain an understanding of current events from a (cross-)cultural perspective, and to learn how this transcends into managing people effectively in a cross-cultural setting. We will challenge you with a view on professional development in an international context, through critical reflection on business cases from a cross-cultural perspective.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
Assignments – Group assessment
Mandatory attendance tutorials

Literatuur

Trompenaars, F., and Hampden-Turner, C. 2012. Riding the Waves of Culture: Understanding Diversity in Global Business (3rd Edition). London / Boston: Nicholas Brealey Publishing.

Additional (required) materials will be announced via Blackboard.

Intekenprocedure

For this course, a different registration procedure is applicable. In VUnet you must registrate for the course as well as for the exam, but not for the study group and lecture. For the study group and lecture you will be registrated by the department.

Philosophy II

Vakcode	E_IBA3_PHIL2 (61752010)
Periode	Periode 5
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.M. Verbrugge
Examinator	dr. A.M. Verbrugge
Docent(en)	dr. A.M. Verbrugge
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

To gain insight into the nature of scientific research and the decisions regarding the criteria of the validity and certainty of knowledge claims. Insight into this matter is connected to being informed about the different views pertaining to these decisions. Undergraduates are introduced to thinking about the foundations of their science in such a way that they will be able to see the significance of thinking about foundations and think through the argument about these foundations themselves. In order to realize the goal, it is at the same time required to develop academic skills like analyzing precisely and discussing texts critically.

Inhoud vak

The general expression 'scientific research' needs to be specified. In order to relate to the areas of knowledge the students are relatively familiar with, special attention will be paid to matters in the philosophy of science that play an important role in business studies, economics and accountancy. Notions that will be discussed in particular include truth, validity, facts, method, contextuality, concepts, meaning and values.

Onderwijsvorm

lecture

seminar

Lectures: there will be six lectures about the assigned texts in order to supplement students' own reading.

Workgroups: taking part in a workgroup is not compulsory, but it does provide an opportunity to gain a maximum of one full extra mark.

Students participating in the workgroup are to do an assignment prior to each meeting.

Toetsvorm

written interim examination

Literatuur

- Ch. Krijnen / B. Kee (ed.), Philosophy of Economics and Management & Organization Studies. A Critical Introduction. Deventer: Kluwer 2009.

- Sheets will be made available on Blackboard.

Professional Skills

Vakcode	E_IBA3_PROFS (61752000)
Periode	Periode 5
Credits	3.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	T. Lampe MSc
Examinator	T. Lampe MSc
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak

Professional Skills is a course aimed at teaching skills that international business administration graduates need for their future profession and career in (professional service) organizations. Specifically, the practicals focus on interview- and communication skills relevant for organization development and change processes. After participating in the practicals, students will have:

- Knowledge of basic communication and interviewing skills
- Knowledge of different interview models: open / half standardized / consultation
- Skills to apply in different types of professional conversations and interviews (delivering bad news, problem assessments, applying and selecting for a job)
- reflect critically on own performance and to determine personal development goals
- Skills to give feedback to fellow students
- A more developed professional attitude

Inhoud vak

In their future career International Business Administration graduates will often find themselves in situations that require professional skills related to communication and especially interviewing. This holds not only for consultants and researchers but also for other types of careers including entrepreneurs, managers, project managers and financial advisors. Effective interaction with internal and external clients and colleagues depends to a large extent on social and communication skills. Interviews play a central part in the early stages of the consulting process. During the sessions students will use and practice interviewing skills needed to establish a relationship, to collect information and to make an assessment of the situation or problem at hand and conducting research. These skills include posing

questions, listening, summarizing, empathizing, guiding the interview process, giving feedback, recognizing and coping with resistance, and finally writing interview reports. During the five practical sessions professional and consultations skills will be trained in small groups using role playing various other techniques. The practicals will be concluded with two written individual assignments, consisting of conducting an actual interview, and writing a report on it, focusing on interview content and process.

Toetsvorm

2 Major assignments (interview and problem assessment), preparatory assignments, literaturetests and mandatory attendance

Literatuur

- Wiertzema, K. & Jansen, P. (2006). A comprehensive introduction to communication.
- Reader (on blackboard)

Vereiste voorkennis

This course is open to students BSc International Business Administration nearing completion of their programme.

Overige informatie

Due to the small number of students per group (12) an urgent request: only enroll in a group if you are totally sure that you will be able to attend the practical. Do not unnecessarily occupy a place that could have been occupied by a fellow student. Students who have enrolled in a group and don't show up in the first meeting will be removed from the group.

Research Assistantship Honours Course

Vakcode	E_HP2_RASS (986135)
Periode	Ac. Jaar (september)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Research Participation I

Vakcode	E_IBA1_RPR1 ()
Periode	Periode 1+2
Credits	0.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. J. Eelen
Examinator	dr. J. Eelen

Doel vak

Research participation provides an opportunity to get involved in how research is organized and practiced, and to incorporate those experiences in developing academic and research skills. The educational programme links the experiences to theories and research methods.

Inhoud vak

In the first and the second year of the bachelor programme, students participate in different types of research (e.g., experiments, surveys, interviews) conducted by the different departments at FEWEB.

Onderwijsvorm

Participation in research sessions

Toetsvorm

Students demonstrate their learning experience by gathering 20 research credits per year (i.e., min. 2.5 and max. 7 hours of active research participation). For first year students, research participation is part of the course Academic Skills 1.3. First year students can participate in research sessions in period 1, 2 and 3. Notice that students only receive points for Academic Skills once the requirement of 20 research credits is fulfilled.

Literatuur

Not applicable

Vereiste voorkennis

Not applicable

Research Participation II

Vakcode	E_IBA2_RPR2 ()
Periode	Periode 4+5
Credits	0.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. J. Eelen
Examinator	dr. J. Eelen

Doel vak

Research participation provides an opportunity to get involved in how research is organized and practiced, and to incorporate those experiences in developing academic and research skills. The educational programme links the experiences to theories and research methods.

Inhoud vak

In the first and the second year of the bachelor programme, students participate in different types of research (e.g., experiments, surveys, interviews) conducted by the different departments at FEWEB.

Onderwijsvorm

Participation in research sessions

Toetsvorm

Students demonstrate their learning experience by gathering 20 research credits per year (i.e., min. 2.5 and max. 7 hours of active research participation). Second year students can participate in research sessions in period 4, 5 and 6. Notice that students only receive points for the Integrative Research Project once the requirement of 20 research credits is fulfilled.

Literatuur

Not applicable

Vereiste voorkennis

Not applicable

Services Logistics

Vakcode	E_BK3_SL (61332060)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. ir. S.L.J.M. de Leeuw
Examinator	prof. dr. ir. S.L.J.M. de Leeuw
Docent(en)	prof. dr. ir. S.L.J.M. de Leeuw
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	300

Doel vak

These days, services take a large share of gross domestic product. In logistics, the focus has traditionally been on product- based operations but not so much on services based operations such as banks, hospitals or airlines. This course discusses logistic and operations aspects of services firms and

provides students with:

- an understanding of key concepts in managing logistics and operations in service oriented businesses
- the ability to make quantitative trade-offs in service related logistics and operations decisions

Inhoud vak

Concepts of managing logistics in service oriented businesses:

- Introduction and strategies
- Capacity management
- Demand management
- Reliability
- Quality management

Onderwijsvorm

Hearing lectures and work group lectures

Toetsvorm

Written examination, group assignments

Literatuur

- Nigel Slack; Alistair Brandon-Jones; Robert Johnston; Alan Betts (2012), Operations and Process Management: Principles and Practice for Strategic Impact, 3rd Edition, United Kingdom: Pearson, 568 pages (incl. e-text)
- Additional literature will be made available through blackboard.

Overige informatie

ONLY FOR PREMASTER STUDENTS:

For this course you do not need to subscribe. You will be subscribed by the department.

Social Network Analysis

Vakcode	E_IBA3_SNA (61742000)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. Z. Sasovova
Examinator	dr. Z. Sasovova
Docent(en)	dr. Z. Sasovova
Lesmethode(n)	Hoorcollege, Werkgroep, Practicum
Niveau	300

Doel vak

After a successful completion of this course a student:

- understands what constitutes a social network
- can identify and describe different levels of analysis and formulate/solve problems in terms of network variables
- is able to apply key concepts of social network analysis in a given (work) situation to analyze potential problems, generate and justify possible solutions
- can use specialized software for network analysis (UCINET) to analyze and interpret hypotheses regarding own network position
- recognizes connections between themes at different levels (interpersonal, team, and interfirm relations)
- is more aware of the role of social relations in the private and business environment

Inhoud vak

The focus of this course is on knowledge and understanding of network theories and application of social network analysis (SNA) methods in intra- and interorganizational processes. The course draws on research in this area to investigate the antecedents and consequences of social networks - where social networks come from and how they influence important workplace outcomes such as performance, career success and job satisfaction. In addition, students get a hands-on experience with specialized software for analyzing social networks (UCINET) and an opportunity to apply network concepts to analyze their own network position. Students are required to actively participate and apply the knowledge acquired during the lectures in writing a report.

Onderwijsvorm

Lectures and seminars.

During the lectures the basic concepts and the theory from SNA literature will be addressed. The lecture material will be enriched with cases, applications and examples of online networking software tools. The seminars will include a tutorial on using software for analyzing social networks (UCINET) in a computer lab and discussion sessions scheduled for students to deepen their understanding of the lecture material and prepare for writing the report. One session will be devoted

to the network simulation game.

Toetsvorm

Written examination:

The exam consists of open questions requiring short answers testing both in-depth understanding and application of the network concepts and theories.

Personal Network Analysis assignment:

This assignment consists of a short report based on analyzing own network position with UCINET - students calculate different network measures, compare the results with the rest of the peer group (class) and visualize their network. In the report they reflect on their network behavior with a view on short- and long-term objectives.

EIS simulation game:

A network simulation game during which students take up a role of an external consultant. They experience an organization's responses to the initiatives they take with the intention to support a large-scale change process.

Literatuur

Kilduff, M. & Tsai, W. (2003). Social networks and organizations.

London: Sage. (available as e-book via the library:

<http://tinyurl.com/q8znpj5v>)

Additional literature in the form of empirical articles and case studies available online via the library.

Vereiste voorkennis

Basic understanding of business administration topics and issues.

Strategic alliances and networks

Vakcode	E_HP2_SAN (986139)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Strategic Management and the Strategy Process

Vakcode	E_BK3_SMSP (61312030)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.M. Rietdijk
Examinator	dr. M.M. Rietdijk
Docent(en)	dr. M.M. Rietdijk
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

After this course students are able to:

- Describe and explain recent approaches of strategic management - as scientific field - and apply these to problems in the professional field of strategic management
- Search, select and critically assess scientific publications in the field of strategic management
- Analyze the strategy process in an organization, to facilitate strategic conversations and to formulate and implement a strategy
- Write a group report

Inhoud vak

This course is focused on recent developments in the scientific field of strategic management and the professional application of Scenario planning. Scenario planning helps organizations develop more than one long term perspective on their environment and core business.

In the first part of this course you will study different strategic schools. During the second part you will learn to formulate and implement strategy by the Scenario learning approach. You will deepen and apply your knowledge about Strategic Management at a real life firm.

Onderwijsvorm

(Guest)lectures plus group presentation and group assignment

Toetsvorm

Group report 50%, exam about the book 50%

Literatuur

Heijden, Kees van der, Scenarioplanning. 2nd edition, Wiley, 2005.

Strategy and Economics

Vakcode	E_EBE3_SEC (60342040)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.E.D. Houba
Examinator	dr. H.E.D. Houba
Docent(en)	dr. H.E.D. Houba
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

- Acquire knowledge about theories of interdependent decision making, or so-called 'strategic uncertainty'.
- Be able to recognize strategic uncertainty in economic situations.
- Be able to translate strategic uncertainty into a strategic model.
- Be able to correctly apply several concepts that deal with strategic uncertainty.
- Be able to use the software tool Gambit.

Inhoud vak

On the internet you detect several websites where you can participate in a new auction format in which the unique-lowest bid wins the expensive plasma TV, a PC or even a BMW. The website asks you: Yours for one \$?

You decide to bid, but how many others bid, how do they bid, what is your best bid? You wonder whether take-over battles can be seen as auctions between competing firms. How do they prepare bids? In the supermarket, you are thrilled about price reductions. You may wonder, is there a similarity between price competition and an auction? In your team project, some team member free rides on your effort and you realize that your grade also depends upon this member's contribution. Everywhere people, firms and institutions interact with each other in many different settings. For instance, negotiations for a contract or treaty, individuals or firms contributing to a joint partnership, managers motivating employees. Firms compete on the market, including web-shops, procurement auctions in B2B for contractors, and art-lovers competing at Christies. In all cases, the final outcome for each participant also depends upon the behaviour of others. Each participant has to deal with the strategic uncertainty about how the others will behave. Game theory deals with strategic uncertainty and has become an influential toolbox in modern Economics. This course offers an introduction to the major game theoretic concepts that are applied to a variety of highly-stylized or abstract economic models in order to focus on the relevant economic issues. These economic models come from Industrial Organisation, Microeconomics, Macroeconomics, Labour Economics, Auction Theory, Negotiation Theory and Contract Theory. Worldwide, game theoretic economic models influence the policy debate on market regulation, central bank independence, WTO, liberalization of public utilities such as telephone and electricity markets. Implications for economic policy are also discussed. Topics: - games and strategies - Nash equilibrium and its modifications for dynamic games and games with incomplete information - co-ordination - market competition - negotiations - repeated interaction - auctions - the market for used cars - job markets - reputation and signalling Special attraction: Learn why many contributors to game theory received a Nobel prize in Economics.

Onderwijsvorm

If the number of holidays in this block permit, 12 lectures of 2 hours, otherwise 11 lectures.

Toetsvorm

Several home assignments (25%) and sit-in exam (75%).

Literatuur

To be announced on Blackboard.

Vereiste voorkennis

Students should have sufficient knowledge of basic concepts from Microeconomics, Mathematics and Statistics and the capability to apply these correctly. For VU students this involves the courses:

- Microeconomics 1.1 en 1.2
- Quantitative Methods (Kwantitatieve Methoden 1.1, 1.2, 1.4 & 2.5)

Aanbevolen voorkennis

Students should have sufficient knowledge of basic concepts from Microeconomics, Mathematics and Statistics and the capability to apply these correctly. For VU students this involves the courses:

- Microeconomics 1.1 en 1.2;
- Quantitative Methods (Kwantitatieve Methoden).

Overige informatie

This course is especially recommended to students interested in a Master in Economics or a career at some market regulating authority.

Supply Chain Management in Emerging Economies

Vakcode	E_IBA2_SCMEE ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. E. Spiliotopoulou
Examinator	dr. E. Spiliotopoulou
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	200

Doel vak

The forces of globalization have resulted in a significant part of the supply chain of almost every industry being located in emerging economies. Increasingly, these rapidly growing economies also form the end-markets of a lot of industrial and consumer products. Given the physical, social and cultural characteristics of the emerging economies, global companies face a complex set of new challenges when sourcing from, operating in or serving these markets. The objectives of this course are to provide students with an overall framework in managing global supply chains and developing strategies (Knowledge; Quantitative Skills), describe the context and developments in emerging economies (Broadening your Horizon) and showcase innovative approaches for success (Bridging Theory and Practice).

Inhoud vak

The courses in this semester give emphasis on business international context and its implications in management practices. Period 5 specifically introduces you to the environment of emerging economies. This course focuses on the effective design and execution of global supply chains, with an emphasis on the opportunities and challenges that emerging economies present. More specifically, this course covers topics related to global supply chain strategies, global network optimization, outsourcing & sourcing strategies and contract design. The course furthermore tackles advanced supply chain concepts that are even more relevant in this context: supply chain coordination and incentive alignment, pricing and revenue management and sustainability. You are introduced to theoretical concepts with emphasis on key tradeoffs and phenomena, as well as best practice examples. We will pay particular attention to supply chain challenges and applications in emerging markets, including those related to humanitarian aid delivery. You are also exposed to models and problem-solving tools, applicable to the design and planning of supply chains in emerging economies. Upon completion, you should be able to look strategically at the full supply chain and successfully operate in an international context.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written exam – Individual assessment
(Interim) Assignment(s) – Group assessment

Class participation – Individual assessment
Mandatory attendance tutorials

Literatuur

Selected chapters from the following books:

- Chopra, Sunil, and Peter Meindl. Supply chain management. Strategy, planning & operation. Gabler, 2007.
- Lee, Hau L., and Chung-Yee Lee. Building supply chain excellence in emerging economies. Vol. 98. Springer Science & Business Media, 2007.

Additional (required) materials will be announced via blackboard

Aanbevolen voorkennis

- 1.1 Business Mathematics
- 1.4 Global Supply Chain Management
- 1.6 Business Processes

Technology and Innovation

Vakcode	E_BK3_TI (61312040)
Periode	Periode 1
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. ir. J.J. Berends
Examinator	prof. dr. ir. J.J. Berends
Docent(en)	prof. dr. ir. J.J. Berends, ir. F. Deken
Lesmethode(n)	Hoorcollege, Responsiecollege
Niveau	300

Doel vak

After following this course, students should be able to understand, integrate and apply theoretical concepts in the field of the management of technology and innovation.

Inhoud vak

This course focuses on the management of technology and innovation. Innovation refers to the development and implementation of new products, services, processes and business models and many of those innovations are enabled by technological developments. Innovation is crucial for business organizations to stay competitive in ever changing markets. In this course, students learn to understand and apply basic theories behind the processes of technology-based innovation within organizations and their environments, the development of innovation strategies, and the organizational implementation of innovation strategies. Theoretical understanding is applied in real life cases focusing on managerial dilemmas in the management of innovation.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Written examination and group assignments

Literatuur

Schilling, M. (2013). Strategic management of technological innovation (4th ed). Boston: McGraw-Hill; Scientific papers; Lecture slides.

Vereiste voorkennis

- Students Business Administration: Strategy and Environment
- Students Science, Business and Innovation: one of the Innovation Projects

Translating Mathematical Theory into Practice: Timet R S

Vakcode	E_HP2_TMTIP (986133)
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.

Transport and Network Economics

Vakcode	E_EBE3_TNE (60332110)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.G. Lijesen
Examinator	dr. M.G. Lijesen
Docent(en)	dr. V.A.C. van den Berg, dr. M.G. Lijesen
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

This course offers an introduction to economic theories and methods that are useful for understanding transport and other network performance. The objective of the course is to provide a toolkit for adequately analyzing, from the economic perspective, transport issues and problems such as congestion, environmental effects, safety, private and public operation and coordination, monopoly power, public transport subsidies and quality, and spatial aspects of transport. Important parallels can often be drawn with the economic functioning of other types of network markets (telecommunication, the Internet, etc.). Where appropriate, these parallels will be emphasized and illustrated.

Inhoud vak

Transport problems require ongoing attention from firms, individuals and governments. Examples are limited parking space in cities, daily traffic jams, unreliability, bottlenecks in freight transport, space constraints for large nodes such as airports and harbours, concentration in aviation, and quality issues in public transport. It is no coincidence that transport problems are often so persistent and multi-faceted. An important economic explanation lies in the widespread existence of market failures in transport, including market power and external effects.

It is important to understand the economic functioning of transport markets when optimizing locational choices and logistic strategies for firms. It is also important when formulating policy recommendations in the field of transport policy itself, but also for spatial and economic policies. Even the macro- economic performance of a country like The Netherlands will to a certain extent depend on the functioning of transport markets, witness the worries over national grid- lock, and the importance that is attached to the functioning of 'mainports' like the Rotterdam Harbour and Schiphol Airport.

These and related topics will be discussed in this course.

More specifically, we address:

- the demand for transport (passengers and freight);
- transport costs (time and money, economies of scale, congestion, the environment, traffic safety);
- transport infrastructure investments;
- market failures in transport policy;
- competition in transport markets.

During the course, we will have three practice assignments. Students will hand in their exercises, which will make up 20 percent of the final grade.

Onderwijsvorm

Lecture.

The course will be taught in English if foreign students participate.

Toetsvorm

Assignment - 20 percent

Written interim examination - 80 percent

Literatuur

K. J. Button, Transport Economics 3rd edition, Edward Elgar, Cheltenham, 2010.

Aanbevolen voorkennis

This course may be of interest both to students in Economics and to students in Business Administration (specialization TDL: Transport, Distribution and Logistics). The course is related to a number of other third year's courses, including Urban Economics, Environmental Economics and Management and Real Estate Economics.

Transport, Distribution and Logistics

Vakcode	E_BK3_TDL (61322400)
Periode	Periode 2
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. A.J.H. Pels
Examinator	dr. A.J.H. Pels
Docent(en)	dr. A.J.H. Pels
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

The Netherlands has a long tradition as a distribution country. Famous companies in this field are e.g. DSV, TNT, Schiphol, KLM, ECT Rotterdam and NS. Many American and Japanese countries have their European Distribution Center (EDC) in the Netherlands. But the Netherlands has to be careful not to lose its competitive position in transport, distribution and logistics. Cargo owners and transport companies scientific knowledge in this field to safeguard their position. The course TDL focusses on important aspects in business administration that are necessary for the continuity of cargo owners, logistic service providers, transport nodes and transport companies.

Inhoud vak

In TDL current issues in the transport and logistics sectors are discussed. Students learn about developments in various components of the chain::

- Cargo owners such as IBM, Unilever, Blokker, etc.
- Mainports , such as Rotterdam / Amsterdam, Schiphol
- Transport companies like NS, KLM, road transport companies
- Logistic service providers such as DHL, TNT, DSV

As other sector introductory courses, TDL must be seen as an integration of the different aspects of business administration that were taught in earlier courses. In TDL we focus on specific developments or firms, and apply the insights from earlier courses.

For example, in the DL-part of this course, students write a theoretical paper on 'the state of the art' of a certain functional area (strategy, marketing, ICT, etc.), and apply this to the sector of service logistics. For the T-part, students write a theoretical paper on current policy developments (e.g. competition policy or environmental policy) influencing the operating conditions of logistic service providers or transport firms. Using theory, students must come to clear policy recommendations for a firm or (local) government.

Onderwijsvorm

Weekly lectures on the transport sector and logistics services. In addition to these lectures, students are required to write a paper on a current issue in the transport or logistics sector.

Toetsvorm

Written exam 70%; paper 30%

Literatuur

to be announced

Tutor Program IBA

Vakcode	E_IBA1_TUTOR ()
Periode	Periode 1+2+3
Credits	0.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. A.A. Montolalu
Examinator	drs. A.A. Montolalu

Doel vak

The tutor program strongly focusses on you as a university student and how to define that new role and reflect on that (Self-awareness). We discuss responsibilities that come with your new-found role and offer you insights in how you can reflect in your own study behaviour in such a way that you can maintain what is already successful and improve where needed (Knowledge).

Importantly, the tutor program also focusses on two important aspects of our learning culture: Self-discipline and Level. This program helps you in your transition from high school to university in finding a fitting strategy to study and manage to your planning effectively (Self-discipline) but also to challenge yourself and achieving the best possible results (Level).

Finally, while progressing through the year, a first step toward your future outlook is made, exploring your interests and options for the next years (Orientation).

Inhoud vak

In this course you can expect guidance in defining your role as a university student through an informative lecture and a choice of two workshops to enhance your study skills. Insight in- and reflection on study behavior will take place in four meetings with your tutor. Individual meetings will be planned throughout the academic year. These tools will help you to find a fitting strategy to study which will result in achieving the best possible result.

Onderwijsvorm

Individual meetings (period 1, 2, 4 and 5)
Workshops

Toetsvorm

Mandatory attendance of individual meetings (four in total)
Mandatory attendance of two workshops

Literatuur

Relevant readings will be announced on blackboard.

Intekenprocedure

For this course, a different registration procedure is applicable. In VUnet you must registrate for the course, but not for the study group and lecture. For the study group and lecture you will be registrated by the department.

Overige informatie

Credits for this course are embedded in the course 1.6 Business Processes. The course credits for 1.6 Business Processes can only be obtained when all requirements for the tutor program are met.

Tutorial Corporate Finance

Vakcode	E_EBE3_WCCF (60321019)
Periode	Periode 3+4
Credits	6.0

Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. A.C.F. Vorst
Examinator	prof. dr. A.C.F. Vorst
Docent(en)	drs. F.J. Eijpe
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak

In this course students learn to analyze, summarize, present and discuss the academic literature on a topic in financial economics.

Inhoud vak

Individual papers are presented in class and discussed in groups of approximately 15 students. Students have the role of presenter, discussant and chairman of the session. The paper should answer a topical question in the area of finance, using the relevant academic literature. It is possible to do an empirical analysis.

Onderwijsvorm

The course consists of group sessions. There is a startup meeting in December, at which subjects are allocated and the deadlines are set. A draft version of the paper is discussed individually before the group session.

Toetsvorm

The grade is based on the quality of the paper (50%) and participation in class (50%), consisting of presentation, discussion and chairing a (part of a) session.

Overige informatie

The course is an entry requirement for the Master of Finance.

Tutorial Marketing

Vakcode	E_EBE3_WCMKT (60311039)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. E.F.J. Lancee
Examinator	drs. E.F.J. Lancee
Docent(en)	drs. E.F.J. Lancee
Lesmethode(n)	Werkcollege, Hoorcollege
Niveau	300

Doel vak

To gain insight and skills regarding the interpretation of scientific research and writing an academic paper on a specific marketing topic.

Inhoud vak

Students have to read academic research so that discussion can arise with respect to the selected domain in general and weak and strong aspects of the research.

Students can register for four domains:

- 1: Online Marketing;
- 2: Consumer Behaviour;
- 3: Services Marketing;
- 4: Cross Cultural Marketing.

In addition, students write two academic papers on a specific topic within one of the above domains. This paper is a literature review. The tutorials will also focus on writing this academic paper.

Onderwijsvorm

Introduction lecture (all students) and weekly tutorials in groups of 30 students.

Toetsvorm

2 academic papers one grade.

Literatuur

Required readings per topic will be published on BLACKBOARD.

Vereiste voorkennis

None.

Aanbevolen voorkennis

None.

Overige informatie

Blackboard provides a study guide with additional information for students.

Urban Economics

Vakcode	E_EBE3_UEC (60322070)
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. P. Mulder
Examinator	dr. P. Mulder
Docent(en)	dr. P. Mulder, H.R.A. Koster
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	300

Doel vak

Most economic activities such as production, consumption and innovation take place in urban areas, despite the relatively high location costs. Why is this the case, and how does this affect the economic behavior of firms and households? This course in Urban Economics addresses these and related questions, and studies the relation between urban space and economics. How does the factor (urban) space affect the behaviour of firms and households? And reversely, which implications result from such

behaviour for the spatial development of cities? Such insights are developed both through studying theoretical backgrounds and by considering practical examples of the issues at hand.

Inhoud vak

One of the central topics in this course is the location behaviour of firms. How can a firm increase its profits by choosing a more appropriate location? Why are so many firms interested in expensive locations at, for example, the Amsterdam South Axis? Why do for example computer and fashion shops often cluster in space, while bakers are typically dispersed over a city? Will the advent of e-commerce cause firms to leave crowded and expensive cities? For households, comparable questions arise. Why are certain social and ethnic groups oftentimes clustered in space, and is this desirable? How do location choices of firms and households interact?

The aggregate result of these choices, in terms of the development of land use in modern cities, will also be addressed, taking into account the role of land prices and transport costs. Topics of interest include the economic backgrounds and consequences of suburbanization, the rise of urban 'sub-centres', and the rise of so-called 'network cities', as witnessed world-wide (and in The Netherlands alike).

We will also look at interdependencies between cities, in terms of their economic dynamics and functional development. Why and how do cities specialize, why does nearly every country have a few big cities and many smaller towns and villages, and are such arrangements economically desirable?

Finally, some typically urban problems will be addressed from the economic viewpoint, such as segregation, poverty and criminality.

The course comprises 12 lectures of two hours each. Most of these are organized such that, apart from the teacher's explanation of the essential material, students will make small exercises so as to better comprehend the material. In addition, two thematic lectures are included, in which assignments will be discussed.

Onderwijsvorm

Lectures.

Toetsvorm

Two assignments (20 percent each).

Written examination (60 percent).

Literatuur

O'Sullivan, A. (2009), *Urban Economics*. 7th edition. Boston: Irwin McGraw-Hill.

Overige informatie

This course has links with several other courses in the third year, such as Transport and Network Economics, Environmental Economics and Management (Milieueconomie en management), and Real Estate Economics (Economie van het onroerend goed). Basic knowledge of microeconomics is a prerequisite. In case there are no foreign students, this course will be taught in Dutch.

Werkcollege Accounting: Financial Accounting

Vakcode	E_EBE3_WCAFA (60311019)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. J.F. Veldman
Examinator	drs. J.F. Veldman
Docent(en)	drs. J.F. Veldman
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak

De belangrijkste doelstellingen van het werkcollege zijn:

- het verkrijgen en verdiepen van kennis en inzicht op het gebied van Financial Accounting;
- het op wetenschappelijk verantwoorde wijze rapporteren over een bepaald onderwerp;
- het bevorderen van de presentatie- en discussievaardigheden.

Inhoud vak

Het vak bestaat uit twee onderdelen. In blok 3 wordt er aandacht besteed aan belangrijke en recente ontwikkelingen in het vakgebied Financial Accounting. Tevens wordt er voorlichting gegeven over het op wetenschappelijk verantwoorde wijze rapporteren over een bepaald onderwerp en wordt hiermee geoefend. In blok 4 worden er papers geschreven en besproken.

Toetsvorm

Het eindcijfer bestaat uit de onderdelen zoals weergegeven in onderstaande tabel. Voor blok 3.3 wordt slechts een judicium voldoende/onvoldoende gegeven. Degenen met een onvoldoende in blok 3.3, mogen niet deelnemen aan het vervolg van het werkcollege in blok 3.4. Er bestaat geen reparatiemogelijkheid in blok 3. In blok 4 wordt één maal de gelegenheid geboden om het paper (indien onvoldoende), na presentatie daarvan, maar binnen een week na afloop van de laatste zitting, opnieuw in te leveren ter becijfering.

- Paper blok 4 (70%)
- Participatie blok 4 (op basis van ingediende vragen/opmerkingen en deelname discussie tijdens college) (15%)
- Presentatie paper blok 4 (15%)

Gezien de doelstellingen van dit werkcollege is een vrij grondige kennis en inzicht nodig op het vakgebied Accounting. U wordt alleen tot het werkcollege Financial Accounting toegelaten als u tenminste een 5 heeft behaald voor het vak Financial Accounting 3.1. Ook moet u voor blok 3.3 van dit werkcollege een voldoende resultaat behalen om mee te mogen doen met blok 3.4.

Literatuur

n.v.t.

Vereiste voorkennis

Financial Accounting 3.1

Werkcollege Accounting: Management Accounting

Vakcode	E_EBE3_WCAMA (60311017)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. B.J. Bruin
Examinator	drs. B.J. Bruin
Docent(en)	drs. B.J. Bruin
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak

De belangrijkste doelstellingen van het werkcollege zijn:

- het verkrijgen en verdiepen van kennis en inzicht op het gebied van Management Accounting
- het op wetenschappelijk verantwoorde wijze rapporteren over een bepaald onderwerp
- het bevorderen van de presentatie- en discussievaardigheden

Inhoud vak

Het vak bestaat uit twee onderdelen. In blok 3.3 wordt er aandacht besteed aan belangrijke en recente ontwikkelingen in het vakgebied Management Accounting. Tevens wordt er voorlichting gegeven over het op wetenschappelijk verantwoorde wijze rapporteren over een bepaald onderwerp en wordt hiermee geoefend. In blok 3.4 worden door studenten geschreven papers besproken.

Onderwijsvorm

Werkcollege

Toetsvorm

Paper + Presentatie + Participatie

Literatuur

Artikelen

Vereiste voorkennis

Gezien de doelstellingen van dit werkcollege is een vrij grondige kennis en inzicht nodig op het vakgebied Accounting. U wordt alleen tot het werkcollege Management Accounting toegelaten als u tenminste een 5 heeft behaald voor het vak MA 3.1. Ook moet u voor blok 3.3 van dit werkcollege een voldoende resultaat behalen om mee te mogen doen met blok 3.4.

Aanbevolen voorkennis

Management Accounting 3.1

Werkcollege Macro-economie

Vakcode	E_EBE3_WCMA (60311029)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands

Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	prof. dr. E.J. Bartelsman
Examinator	prof. dr. E.J. Bartelsman
Docent(en)	prof. dr. E.J. Bartelsman
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak

Het leren schrijven van een wetenschappelijke verhandeling, presenteren van de voornaamste bevindingen en discussiëren hierover.

Inhoud vak

Macro- economisch onderwerp naar keuze.

Onderwijsvorm

Activerende werkvormen.

Toetsvorm

Werkstuk en presentatie participatie.

Werkcollege Micro-economie

Vakcode	E_EBE3_WCMI (60321039)
Periode	Periode 3+4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. H.G. Bloemen
Examinator	dr. H.G. Bloemen
Lesmethode(n)	Werkcollege
Niveau	300

Doel vak

De individuele student schrijft een wetenschappelijk georiënteerd paper over een micro- economisch onderwerp, waarover de student een probleemstelling formuleert. De student

- selecteert zelfstandig wetenschappelijke literatuur over het onderwerp;
- geeft een samenhangende uiteenzetting van de relevante economische theorie;
- selecteert en rapporteert empirische resultaten uit de empirische literatuur;
- is in staat om de beleidsconsequenties van theorie en empirie op samenhangende wijze weer te geven;
- levert een paper af dat voorgaande aspecten omvat;
- presenteert de inhoud van het paper klassikaal;
- leert relevante kritiek te leveren op de werkstukken van medestudenten en krijgt daartoe een rol als discussiant aangewezen.

Inhoud vak

Gedurende deze periode schrijft iedere student een paper op individuele basis. Een student kiest zelf een onderwerp uit op het gebied van de micro- economie. Binnen dat gebied, is een zeer uiteenlopend scala van

onderwerpen mogelijk, waaronder onderwerpen op het gebied van arbeidseconomie (arbeidsaanbod, werkloosheidsduur, beloningsverschillen, etc.), strategieën van bedrijven (research & development, mededinging, etc.), gedrag van huishoudens, ontwikkelingseconomie, transporteconomie en ruimtelijke economie, de werking van markten, en gezondheidseconomie. In een paper wordt aandacht besteed aan de theorie op het gebied van het onderwerp, de empirie, en de beleidsimplicaties. De papers worden uiteindelijk gepresenteerd binnen de groep deelnemers. Bij de klassikale presentaties krijgt iedere deelnemer ook een rol als discussiant, waarbij een paper van een medestudent besproken wordt.

Onderwijsvorm

Werkcollege.

Toetsvorm

Paper en presentatie

Literatuur

De student selecteert zelf relevante economische literatuur over het onderwerp van keuze. Beoordeling van het werkcollege hangt mede af van de kwaliteit van de geselecteerde literatuur.